

## Mark Foster

Senior Teaching Fellow

The Department of Marketing

### Contact details

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### About

Mark is a highly experienced communications professional with a background in broadcasting, media and public relations having been a BBC Business Correspondent and Manager of Corporate Communications for Jaguar Land Rover. He runs a media consultancy firm working with global companies in the financial, legal and industrial sectors. His association with the Business School began in 2010 as a visiting lecturer focussing on the use of social media in business communications and marketing.

Mark is continuing to expand the use and understanding of rapidly evolving social media in the business communication context. He will also be leading modules on podcasting and webcasting.

### Qualifications

BA (Hons) University of Liverpool

### Teaching

- Module Leader Principles of Marketing
- Module Leader Key Message Delivery BSc Business Management with Communications
- Webcast producer