

## Peter Hyde

Senior Teaching Fellow & Director of the MSc Programme

The Department of Marketing

### Contact details

**Telephone** [+44 \(0\) 121 414 3562](tel:+44(0)1214143562) (tel:[+44 121 414 3562](tel:+44(0)1214143562))

**Fax** + 44 (0) 121 414 3553

Birmingham Business School  
University House  
Birmingham  
B15 2TT



### About

Peter Hyde graduated from the University of Birmingham in 1990 with an MBA after completing a two year full time programme. Prior to this, he had gained extensive experience in both retailing and distribution. Peter contributes extensively to the teaching of marketing and international business on full and part time MBA programmes in University House and in Singapore and acts as admissions tutor and development manager in The Graduate Centre.

### Qualifications

MBA

### Biography

Peter's responsibilities include being Director of GDBA (Graduate Diploma in Business Administration) and a Member of the MBA Board of Studies Postgraduate Staff Student Liaison Committee.

### Teaching

Director of GDBA (Graduate Diploma in Business Administration) PG Welfare Tutor

Courses taught:

Marketing Concepts & Practice (MBA FT)

Cases in Marketing (GDBA)

Marketing Concepts (GDBA)

Consultancy Skills & Practice (MSc Strategic Marketing & Consulting)

Country Manager (MSc International Business)

### Postgraduate supervision

BSc dissertations

MBA and MSc Dissertations

### Research

- Music Industry Management
- Marketing in the New Economy
- International/Domestic Marketing Management