

University Celebrates 40 Years Of Marketing Education

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The Department of Marketing at the University of Strathclyde is celebrating its 40th anniversary this year with a series of events to mark the achievements of its alumni, staff and students.

The events calendar will reflect the Department's position as a leader in marketing teaching and research, and will include public lectures, conferences, marketing workshops and a homecoming weekend for graduates.

Established in 1971 under the leadership of Emeritus Professor Michael Baker, the Department has long been recognised as an international centre of excellence and leadership in the marketing field. Today, it is home to more than a thousand students and enjoys strong links with business, commerce and the public sector.

Professor Kevin Ibeh, Head of the Department, said:

"Strathclyde marketing expertise has been exported all over the world through our pioneering research, high calibre alumni and our strong links with businesses and organisations. Thousands of graduates from the Department are making excellent professional contributions across the globe and making a real impact on the success of their organisations.

"This important milestone gives us an opportunity to welcome graduates and former staff back to the University as we reflect on our rich history and look forward to our future as champions of excellence and innovation."

The series of events began with an anniversary plaque unveiling ceremony attended by scores of invited guests from the UK and overseas. Among them was the Dean of Strathclyde Business School, Professor Susan Hart, who unveiled the plaque, and Scott Taylor, Chief Executive of Glasgow City Marketing Bureau and an alumnus of the Department. The Chartered Institute of Marketing UK and Glasgow Chamber of Commerce were also represented.

Mr Taylor said:

"The University of Strathclyde continues to be a world leader in research and teaching business acumen through its Marketing Department. Over the past 40 years, it has continued to innovate, and its expertise is in tune with the marketing strategies and techniques for today's market place. Being able to lead in a fast changing environment is a neat trick which the Marketing Department has mastered with aplomb. For practitioners and students who have the purpose of mind to get ahead and get the edge, then this is the perfect environment in which to do it."

The year of celebratory events will include:

- A homecoming weekend for alumni including practice-relevant workshops, a golf tournament and a celebratory dinner

- A book of memories created by alumni, students and staff

- Chapter events run by alumni overseas

- A special panel session on Strathclyde's role in the history of marketing education at the 2011 Academy of Marketing annual conference in Liverpool

Strathclyde will also host the 2011 Industrial Marketing and Purchasing Group Conference as well as a meeting of the UK Academy of Marketing Special Interest Group on International Marketing to mark this anniversary year.

To find out more about the Department and its anniversary year, visit: <http://www.marketing2011.org/index.html>

- More about the Strathclyde Business School
www.strath.ac.uk/business

- More about the University of Strathclyde:
www.strath.ac.uk

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