

# Marketing within Business Organisations: Specialisation or Fragmentation?

Thursday 27 March 2014

Nottingham Trent Conference Centre

This event will explore the notion that the role of the marketing function is becoming increasingly fragmented in organisations. Current academic and practitioner perspectives will be presented and explore in specific contexts.

Key speakers:

Dr Karise Hutchinson, Chair of SIG, University of Ulster

Una Kent, Director of External Communications at Boots

Dr Keith Glanfield, Senior FME Fellow, Aston University

Professor Nick Lee, Aston University (Co-Editor of EJM)

Professor Audrey Gilmore, University of Ulster

**Hosted by** Professor Charles Dennis, University of Lincoln

## Marketing and Retail SIG

Cost £45 for non-members and £25 for BAM members. Lunch and refreshments included.

Book online at [www.bam.ac.uk](http://www.bam.ac.uk) and for more information contact Dr Karise Hutchinson