

Celebrating Marketing Week

Programme of events

At Strathclyde's Dubai Campus

Thursday, 19 May 2011

7-10pm

Gulf Alumni dinner: an opportunity for Gulf-based alumni from the Department of Marketing to get together and celebrate the achievements of their department, network and establish a more formal connection.

Venue: Khaymat Al Bahar, Madinat Jumairah, Al Qasr Hotel

Dinner price: AED 200 per person; reservation required contact:

Sheena Mohideen: +971 4 2089 280 / sheena.strath@hct.ac.ae

Friday, 20 May 2011

10am: briefing

2.30pm: team coaching

5pm: presentations



Student competition: Propose the best marketing plan and online promotional activity and you can win a one-month internship to implement your idea with the channel.

For more information to register your group (3-4 students) contact:

Susan Frew: +971 4 2089 282 / susan.frew@strath.ac.uk

Saturday, 21 May 2011

10am – 2pm

(includes working lunch)

Roundtable Workshop on Marketing in the Middle East:

An opportunity for people involved in practising, researching, studying and teaching marketing to network, brainstorm and share ideas about the special challenges and opportunities of marketing in the Middle East. Each table will explore a specific theme before presenting key issues to a plenary session. The themes are:

- **Social media** impact and taking stock after Tahrir Square
- **Multi-cultural** consumers, marketplaces and servicescapes
- **Sports marketing** in light of Qatar 2022
- **Islamic marketing** and its relationship to other forms of marketing.

Registration is required, participation is free, includes working lunch.

To register (indicating chosen theme) or for more information contact:

Dr Catherine Demangeot: +97150 5319049 / catherine.demangeot@strath.ac.uk

Saturday, 21 May 2011

4-6pm

The Strathclyde Dialogues: 40 years on, what role can marketing play in business and society?

A panel of distinguished academics and practitioner experts will steer the dialogue with the audience on whether marketing can play a larger societal role.

Attendance is free. For more information, contact:

Dr K. Sankaran (+971 4 208 9284, sankaran@strath.ac.uk).

Venue: Strathclyde Business School Dubai campus, at Dubai Women's College, Baghdad Street, Al Ghusaiss, Dubai.

See location at <http://mscmarketing.com/studyuae>, or follow these directions:

Coming from Sheikh Zayed Road: Take the Garhoud bridge and follow the signs to Sharjah. After Al Mulla Plaza, take Exit 66. Go straight towards Baghdad Street. U-turn at the second set of traffic lights. The campus is on your right.

Coming on Emirates Road from Dubai: Following the signs to Sharjah, exit onto 209 Al Nahda Road. Turn right at the Sudan Embassy (Golf ball house) onto 210 Al Rashidiya Road. Turn left onto 211 Baghdad Road. The campus is approximately 2 km on the right.

For the latest programme updates or information on the MSc Marketing at Strathclyde UAE, please visit <http://www.mscmarketing.com/strathuae> or contact Susan Frew: +971 4 2089 282/susan.frew@strath.ac.uk .