

UNIVERSITY OF SUNDERLAND BUSINESS SCHOOL INSPIRING PEOPLE.

Alan Charlesworth is one of many specialists at the University of Sunderland Business School whose contribution brings remarkable added value for students and businesses alike. His skills are helping the business school shape its strong, distinctive international and employer engagement offering.

ALAN CHARLESWORTH

A WEALTH OF PRACTICAL EXPERTISE

Alan is a digital marketing expert whose internationally-recognised expertise focuses on how organisations can best use the Internet as a medium for marketing.

The remarkable growth and rapid changes within e-marketing demand up-to-date understanding by businesses large and small to boost competitiveness.

Alan Charlesworth's approach concentrates on practical application rather than theory and he has written a number of books which help people understand how the concepts and models of digital marketing are applied in the real world.

INDUSTRY EXPERIENCE

His e-marketing experience dates back to 1996 when he was one of a small group of people working with Paul Callaghan at the fledgling Leighton Internet. Once Leighton became established as a leader in the digital industry, Alan moved on to take up an academic career at Sunderland

Business School. He lectures undergraduate and postgraduate business and marketing students about e-marketing from a business perspective.

DIGITAL MARKETING EXPERTISE

He is also involved in professional short courses with organisations across the North East and has carried out e-marketing coaching sessions as far afield as Greece and the UAE.

Alan said: "When I began working with Leighton there were no books on digital marketing and I benefitted a great deal from being at the forefront of what is now commonly referred to as 'e-commerce'. Much of what I learned at the 'coal face' of online marketing has stayed with me and forms the basis of my writing, coaching and teaching."

Sunderland Business School has an impressive track record of providing regional, national and international organisations with the most up to date strategic marketing skills.

Find out how the University of Sunderland's Business School can help you by ringing Dr Sonal Minocha on (0191) 515 3613, or send an email to sonal.minocha@sunderland.ac.uk