

## Middlesex University Expert Profile

Dr Stephan Dahl – Principal Lecturer, Marketing

### Social Marketing

Dr Stephan Dahl is principal lecturer in marketing at Middlesex University and is an expert in social media and social marketing, particularly applied to health, including the use of social networking sites such as Facebook and Twitter to encourage people to make changes that have a positive effect on their health.

Dr Dahl is at the forefront of teaching in this fast-developing area as a capstone lecturer on the University's MA in Health and Social Marketing. Dr Dahl publishes on a wide selection of topics, including, the use of peer support groups on the Internet for patients with chronic medical conditions, student reaction to electronic plagiarism detection and the regulation of health claims in food advertising.

He is the co-editor of the Journal of Social Marketing, and he has published books on communications and culture transformation and intercultural communications, and is the co-author of forthcoming books on Integrated Marketing Communications and Social Marketing. His publications are highly regarded internationally, with the Social Science Research Network recently ranking Dr Dahl's papers as 3<sup>rd</sup> Top Author in Europe overall, and 4<sup>th</sup> worldwide in Marketing.

The Middlesex lecturer is interested in the practical use of social networking sites and social media tools by organisations not simply to disseminate messages in a one-way communication but to follow trends and see how that organisation, its message or brand is being perceived.

The marketing expert is also interested in cross-cultural advertising and marketing, including advertising to and communicating with ethnically and culturally diverse groups.

Dr Dahl, is the programme leader of the MA in International and Cross-Cultural Marketing and also the initiator and programme leader of the UK's first MA in Health & Social Marketing. Until 2007 he was a member of the board of Society for Intercultural Education, Teaching and Research, which he chaired in 2005/06. He has previously lectured at the University of Bedfordshire, the European Business School in Barcelona, and worked extensively in PR and as journalist in the UK, Belgium, Spain, Germany and the former Yugoslavia.

Dr Dahl is happy to speak on trends in social marketing, especially in the field of health, social media and international and cross-cultural marketing.