

Marketing Seminar - Management Training

Competitive Positioning

3 days

Creating a marketing strategy in changing times

Who should attend:

Professionals and managers who are, or will soon be, involved in strategic analysis, and/or marketing.

Seminar Objectives:

BSL's seminar in Competitive Positioning will enable you to understand the critical elements necessary in creating a competitive marketing strategy. You will gain a clear understanding of, and practical experience in, how to create a marketing strategy during times of rapid change. The seminar will cover:

- Mastering the basics of market research
- Research methodology
- Environment analysis
- Competitive and industry analysis
- Buyer behavior and trend watching
- Market segmentation & defining target markets
- Positioning of products and services
- Dealing with limited or insufficient information

Georges Knell, Associate Dean

Georges Knell began instructing Marketing Essentials and Competitive Positioning at Business School Lausanne in 2009 and joined the academic world in 2004. He has taught in London and France at BBA and MBA levels and held the position of Associate Dean at the London School of Business and Finance before joining Grenoble Ecole de Management as Programme Director.

Prior, Knell held the position of Marketing Director for Bongrain Sa, where he managed a team of 15 and a multi-million dollar marketing budget. Headhunted to join Match Supermarkets, Knell launched a new concept of supermarket rolled out across 250 supermarkets worldwide. He began his career with L'Oreal for VICHY cosmetics as Brand Manager.

A French citizen, Knell is a Chartered Marketer from the Chartered Institute of Marketing. He earned his MBA at the London Business School, and is currently a DBA candidate at the Grenoble Ecole de Management.

Related Seminars:

- Marketing Essentials
- Successful Approaches for Rapidly Growing Business
- Creating Sustainable Value

Seminar Fees: CHF 2'800.-

This fee includes:

- Registration
- Course materials & books

Useful information:

This seminar includes a commitment to 10 hours of pre-work and 20 hours of post-assignment.

Pre-requisites:

- A solid understanding of business, obtained through management training courses or relevant professional work experience.
- Fluency in English.

Duration

- Thursday & Friday: 8:30 – 21:00
- Saturday: 8:30 – 14:00

OR

- 3 consecutive Saturdays: 08:30 – 19:00

Benefits:

In BSL's management training seminars, you will apply new insights in a multicultural environment through teamwork and interactive learning. You will walk away with skills that you can apply to your job and will obtain university level MBA credits that can be accumulated for CAS certification.