

## “What”- Foundation Course in Marketing

### Competitive Positioning

Code: M1202

*Creating a marketing strategy in changing times*

#### Course objectives:

BSL’s course 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 course 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.

#### Additional Information:

**Course Module:** 26.5 hours in which there are 21.5 course hours and 5 hours of teamwork  
10 hours of pre-course work due 1 week prior to course start.  
20 hours of post-course work due 2 weeks after course completion.  
*This course includes a 6 hour individual reading requirement.*

**Dates:** See calendar

**Competitive Positioning is a “What” course which must be taken during the foundation part the BSL MBA program. In order to complete the foundation part, you need to successfully finish a total of 4 “What,” 4 “How,” and 2 “Why” courses.**

#### Course Benefits

Relevant to current business practices, BSL’s MBA level courses are designed to enable participants to apply new insights and business skills through teamwork and interactive learning in a multicultural environment.