

Marketing Seminar - Management Training

Marketing Essentials

3 days

Developing a marketing plan for a new product or service

Who should attend:

Professionals and managers who are, or will soon be, involved in marketing activities.

Seminar Objectives:

BSL's seminar in Marketing Essentials will enable you to gain the essence of what marketing is about. You will learn how to develop a marketing plan and will understand the factors and elements that play a role in the marketing mix:

- Understanding product life cycles
- Innovation & new product development
- Marketing plans and result measurements
- Product management
- Pricing policy
- Distribution channels
- Marketing communication
- Sales strategies
- Branding and differentiation

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.

Related Seminars:

- Competitive Positioning
- Successful Approaches for Rapidly Growing Business
- Creating Sustainable Value

Seminar Fees: CHF 2'800.-

This fee includes:

- Registration
- Course materials & books
- Catering, light lunches and dinners

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

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.