

Marketing, PR & communications in business schools

CEEMAN's Deans & Directors Meeting
Naples, September 23-24, 2010



Learning

Professionalism

Partnership

Courageous
leadership

Responsibility

Entrepreneurship

Marketing as an integral part of your values & culture

- Marketing an educational service implies a high degree of coherence between what the school is about and how it communicates to the outside
- At BSL the word of mouth is of critical importance, walking the talk is a daily requirement of the entire staff & faculty
 - **I share my mistakes with the MBA class on a regular basis**
 - **Faculty & students co-commit to personal learning objectives**

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The Question

BSL's perspective and insights on marketing, PR and communications of b-schools, especially in relation to new performance challenges that management development institutions are facing/will face in the future.

- Does business schools' marketing and communications reflect the developments in economy and society?
- Are the schools up-to-date with the trends, tools and technologies available (or do they even need to be?)
- Do you see significant differences in CEE vs Western Europe or US in this respect?
- Perhaps a few good/bad practices you would like to mention? What are the challenges of your school in this respect?

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Let your core strategies become your key marketing

- What is your credo and how do you live it?
- What do you do that truly differentiates & defines you?
 - *In your teaching approach*
 - *In your program focus*
 - *In your research*

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Coherence & integrity

Let your core strategies become your key marketing

- What is your credo and how do you live it?
→ **At BSL, we currently align our logo with our vision**

As a polished statement



BUSINESS SCHOOL LAUSANNE
A LEADING INNOVATOR IN BUSINESS EDUCATION



BUSINESS SCHOOL LAUSANNE
A LEADING INNOVATOR IN BUSINESS EDUCATION

Or as a work in process

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Let your core strategies become your key marketing

- What do you do that truly differentiates & defines you?
 - *In your teaching approach*
 - **BSL: creating a powerful & safe learning environment**
 - *In your program focus*
 - **BSL: applied, pragmatic, multi-cultural**
 - *In your research*
 - **BSL: Contributing to resolve the key issues in business & management of the 21st century**

Example: BSL as founding member of the World Business School Council of Sustainable Business (www.wbscsb.com)

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Dare to engage in dialogue

Meet your students* on their terms

* future, current and past

- Blogs (Twitter and more)

BSL
Business School Lausanne
BBA, MBA, EXECUTIVE MBA, DBA

twitter

Home Profile Find People

What's happening? 60

Sept 23: Katrin Muff speaks at Dean's & Directors Conference of CEEMAN in Naples

Latest: BSL's annual graduation is coming up: Saturday, September 25 at the Beau Rivage in Lausanne less than 5 seconds ago Tweet

Home

BSL **KatrinMuff** BSL's annual graduation is coming up: Saturday, September 25 at the Beau Rivage in Lausanne less than 5 seconds ago via web

WORLD UNIVERSITY RANKINGS **THEworldunirank** A reminder that Phil will be @ <http://www.thestudentroom.co.uk/> in about an hour answering #THEWUR questions - come & join the rankings fun! 1 minute ago via web

HBR **HarvardBiz** From Made in China to Made For China <http://s.hbr.org/bC1eLp> 2 minutes ago via twitterfeed

BSL
9 following
Who to follow
view all
Home
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Dare to engage in dialogue

Meet your students* on their terms

* future, current and past

- Blogs (Twitter and more)
- Social networks (alumni on LinkedIn, Facebook)

→ **Demonstrate your school's vision by living your values**

→ **Dare to expose yourself – modeling**

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Dare to engage in dialogue

The dialogue has become global...

- Careful about differences between classical marketing approaches in different regions!
 - Ensure that your regional strategies are compatible and make sense
- **Less is more (BSL is a bad example – see our website)**
- **Word of mouth: how to involve the alumni!**

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Dare to engage in dialogue

BSL

Business School Lausanne

BBA, MBA, EXECUTIVE MBA, DBA



Business School Lausanne

BBA, MASTERS, MBA, EXECUTIVE MBA, DBA

Summary of website in: ENGLISH | FRANÇAIS | DEUTSCH | ESPAÑOL | PORTUGUÊS | ITALIANO | العربية

Leading Innovator in Business Education



Modular Executive MBA
Boost your career with BSL's 1.5 year Modular EMBA program. We accept CFC and 8 years work experience.

ENROLL NOW



BBA Bachelor's Degree
Take the fast track. Earn an accredited 3-year bachelor's degree in just 2 years with BSL's accelerated BBA program.

ENROLL NOW



Full-Time Modular MBA
Designed in collaboration with CEOs and Executives, BSL's MBA offers real business solutions for tomorrow's challenges.

ENROLL NOW



BSL Master's Programs
We offer masters in Finance, Marketing, International Business and Sustainable Entrepreneurship. Minimal work experience required.

ENROLL NOW



BSL's New Location
BSL relocated to landmark building in the heart of a vibrant study region in Greater Lausanne.
BSL NewLocation Map_ 2010



Management Training
Top people invest in themselves. BSL provides cost-effective MBA level seminars for working professionals and organizations.



NEWSLETTER



Recent News

Saturday 25 September 2010

BSL Graduation Party at Beau-Rivage Palace. Please RSVP.

Thursday 16 September

2010

Join BSL for a roundtable event by the Swiss Knowledge Management Forum (SKMF).

Friday 10 September 2010

Prof. G. Nathan has published a new book in 'Social Freedom in a Multicultural State'. Please quote the code WSTATE2010 when you order online on www.palgrave.com.

Monday 30 August 2010

BSL attended at QS MBA Tour in Mexico City.

About BSL
BSL Values & Vision
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DBA
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Visa Requirements
FAQ

Student Life
Academic Calendar
Life in Switzerland
Accommodation
Insurance
Professional Future

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Research Focus
Research Vision
Research Approach
Research Connection
Research Candidates



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Questions and Answers

Thank you.

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