

## Module description

**Field of study:** *Business, Management and Services*

**Degree course:** *Bachelor of Science HES-SO in International Business Management*

1. Title of module	Marketing & Communication I	2022-23
<b>Code:</b> 3031	<b>Type of course:</b> <input checked="" type="checkbox"/> Bachelor's <input type="checkbox"/> Master's <input type="checkbox"/> MAS <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> Other: ...	
<b>Level:</b> <input checked="" type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module <input type="checkbox"/> Other: ...	<b>Characteristic:</b> <input checked="" type="checkbox"/> Module where failure may lead to final dismissal from the degree course in accordance with Art.25 of the Framework directives on the Bachelor and Master degrees at the HES-SO	
<b>Type:</b> <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module <input type="checkbox"/> Other: ...	<b>Time schedule:</b> <input type="checkbox"/> Module over 1 semester <input checked="" type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Autumn semester <input type="checkbox"/> Other: ...	

## 2. Organisation

ECTS credits 6

**Language:**

<input type="checkbox"/> French	<input type="checkbox"/> Italian
<input type="checkbox"/> German	<input checked="" type="checkbox"/> English
<input type="checkbox"/> Other: ...	

## 3. Prerequisite

To have validated the module  
 To have followed the module  
 No prerequisite  
 Other: ...

## 4. Skills to be gained / general learning objectives

At the end of this module, the students must:

### Objectives for the unit: Marketing Principles I

- Know and understand marketing terminology and marketing concepts.
- Be able to use practically and apply correctly the main marketing principles for real case situations.
- Be capable of describing and using the main marketing theories and tools to make better business decisions.
- Be able to conduct market research, build a marketing and competitive intelligence report and use the data decisively.
- Understand the role of marketing in business strategy and marketing's role in the macro and micro environments.
- Understand the concepts of value creation, value propositions, customer-perceived value and competitive positioning.
- Develop the mind-set and ability to understand consumer psychology and buyer needs and behaviors.
- Know the concepts and importance of marketing strategy and the marketing mix for effective marketing.
- Develop verbal, written and presentation skills for communicating the coherence of marketing decisions and plans.

### Objectives for the unit: Marketing Principles II

- Know and understand marketing terminology and marketing concepts.
- Be able to use practically and apply correctly the main marketing principles for real case situations.
- Engage in strategic sales and marketing conversations knowledgeably with improved discussion skills.
- Know and use thoroughly the marketing strategy concepts of segmentation, targeting, positioning and differentiation.

- Know and use thoroughly the types and tools of the marketing mix of product, price, place, promotion and people.
- Use and understand the sales process, the techniques and art of selling, and sales management.
- Know the various types of competitive strategies and methods for greater engagement of customers.
- Understand how to integrate and embed sustainable, responsible and ethical decisions and behaviors in marketing.
- Understand the importance of global marketing and marketing management with other functions within a company.

## 5. Teaching and content

### Teaching Unit: Marketing principles I

History of Marketing – Creating and Capturing Customer Value - Market Research and Competitive Market Analysis – Macro and Micro Business Environments (PESTEL) - Consumer/Business Markets and Buyer Behaviors and Decisions – Customer-driven Marketing Strategy (Segmentation, Targeting, Positioning and Differentiating) and Value Creation – Competitive Positioning and Market Mix – Marketing Planning.

### Teaching Unit: Marketing principles II

Products, Services and Brands - Pricing – Marketing Channels, Retailing and Wholesaling – Communications, Advertising and Public Relations – Personal Selling, Direct/Online Selling and Sales Management – Creating Competitive Advantages – Strategies for Growth – Sustainable and Responsible Marketing – Global Marketing – Marketing Organization – Marketing Plans.

## 6. Assessment and validation methods

Each course syllabus available on the moodle platform Cyberlearn describes the assessment and validation methods.

### 7. Reassessment requirements

- Reassessment possible  
 No reassessment  
 Other (please specify): ...

#### *other reassessment modalities*

Reassessment if the module grade is between 3.5 (included) and 3.9 (included).  
 After reassessment, the maximum grade is 4.0

### 7a Reassessment requirements (if module is repeated)

- Reassessment possible  
 No reassessment  
 Other (please specify): ...