

## 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 II	2022-2023
<b>Code:</b> 3032	<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 type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input checked="" 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 checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Autumn semester <input type="checkbox"/> Other: ...	

## 2. Organisation

ECTS credits 8

**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: to have validated the first-year assessment

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

### Objectives of the course: Consumer Behavior and market research

Master the key concepts related to **Market Research** and know the most suitable techniques to address research questions of different natures.

The course shall cover the following aspects:

- Understand the interconnections between Marketing, Consumer Behavior, and Market Research
- Identify when qualitative, quantitative, or mixed methods (with primary and secondary data) are more appropriate
- Know the building blocks and process that lead to the definition of a market research study
- Analyse field data and communicate results professionally in different ways (e.g., research paper and short video)

Become familiar with the basics of **Consumer Behavior** and its impact on individual and group purchasing decisions.

The course shall cover the following aspects:

- Understand consumers individually and in a group, as well as their decision-making process
- Assess the influence of income, disposal income, social class, education, and cultural background on consumer behaviour

- Balance the power of consumer influencing techniques with ethical and sustainability considerations

### Objectives of the course: Applied Statistics

- Apply the theory of sampling distributions.
- Estimate statistical parameters (mean, proportion, variance) and construct confidence intervals.
- Perform statistical tests in various situations.
- Estimate differences of parameters between two populations and perform the corresponding statistical tests.
- Distinguish between independent and paired samples.
- Apply simple linear regression models and compute their coefficients.
- Apply multiple linear regression models for model selection.
- Understand basic notions in R

### Objectives of the course: Channel management

The course shall cover the following aspects:

Understand how to design, manage and evaluate effective sales and marketing channel strategy, particularly for businesses operating in international set up.

- Get introduced to one of the key functions of the Marketing-Mix: Channel (or Distribution) Management.
- Understand which are the multiple actors in a distribution system and their respective role.
- Identify the various distribution models. Understand the benefits of indirect channel strategy through 3rd party
- Get familiar with the most common distribution structures: retailers, wholesalers, distributors, franchising.
- Understand how to evaluate distribution models and their key success measures
- Understand what it takes to manage effective and enduring channel relationships
- Understand the major global trends and their impact on channel strategy
- Understand the new challenges and opportunities with the rise of e-commerce, common pitfalls and success recipe
- Understand what 'omnichannel' marketing stands for, what are its key drivers and how best to execute

## 5. Teaching and content

### Consumer Behavior:

**Key concepts:** The Influence of Education, Culture, Income, Disposal Income and other demographic as well as psychographic factors, Decision Making in Groups, The Influence of New Technologies and Social Media.

### Market Research:

What to start with, and why? Definitions and roles, Desk Research vs Field Research, Data, Qualitative and quantitative research techniques, Data analysis, Communicate research results, Ethics in market research.

### Course: Applied Statistics

- Introduction to inferential statistics: (point estimates, confidence intervals)
- Construction of some confidence intervals for a parameter
- Some hypothesis tests for one population parameter
- Introduction to simple regression analysis.
- Multiple linear regression and model selection
- Selected topics chosen by the instructor.

### Course: Channel management

#### Channel Management

**Key concepts:** The Strategic Framework of Channel Management; The difference between distribution channels and other channels; why distribution decisions are part of the Marketing Strategy (segmentation, targeting and positioning strategy). Designing distribution networks, intensive vs selective distribution, direct vs indirect, mixed models. Channel most common structures and strategies: distributors, wholesalers, retailers, franchising. Distributor business model and final tier business model. Channel performance and efficiency measurement: Make-or-Buy Analysis, channel Cost to Serve, channel Value

Creation, channel margin and profitability, channel productivity. How to get the best of distributor and final tier channel. Training and motivating channel members. Managing channel power and potential channel conflicts. E-commerce: Brick & Mortar vs. Click & Order, Pure-Play vs. Multi-Channel, challenges and pitfalls of e-selling. The future of retailing. Omni-channel marketing. Additional topics as per instructor's indication.

## 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): ...