

## 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

2025-26

**Code:**  
3031

**Type of course:**

Bachelor's  Master's  MAS  DAS  CAS  Other: ...

**Level:**

- Basic module  
 Further studies module  
 Advanced module  
 Specialised module  
 Other: ...

**Characteristic:**

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

**Type:**

- Main module  
 Module linked to main module  
 Optional or subsidiary module  
 Other: ...

**Time schedule:**

- Module over 1 semester  
 Module over 2 semesters  
 Spring semester  
 Autumn semester  
 Other: ...

### 2. Organisation

ECTS credits 6

**Language:**

- French  Italian  
 German  English  
 Other: ...

### 3. Prerequisite

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

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

By the end of the two Marketing Principles modules the students should be able to:

- Define marketing terminology and concepts
- Identify how the macro and microenvironments impact marketing decisions
- Explain the main factors influencing consumer purchase decisions and the main methods to collect consumer insights
- Describe the role each P of the marketing mix (product, price, place and promotion)
- Apply marketing strategy (segmentation, targeting, differentiation and positioning) to real case situations
- Create a marketing mix for existing or new products
- Use AI appropriately to collect secondary market data
- Distinguish responsible marketing strategies

### 5. Teaching and content

This course introduces you to the core of what makes businesses thrive: understanding people, creating value, and delivering it in ways that stand out in a crowded market.

Marketing is the driving force behind every successful business. In today's fast-paced, ever-evolving global marketplace, understanding marketing isn't just useful, it's essential. Great marketers don't just react to customer needs; they anticipate them. They shape strategy, drive innovation, and lead organizations toward growth.

Marketing is a core business skill - one that empowers you to create value, influence decisions, and contribute meaningfully in any role.

### 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 Behaviours and Decisions – Customer-driven Marketing Strategy (Segmentation, Targeting, Positioning and Differentiating) and Value Creation – Competitive Positioning and Market Mix.

### 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.

## 6. Assessment and validation methods

Each course syllabus is available on the Cyberlearn platform.

Assessment via 2 group projects (10% and 30%) and a final examination (60%).

### 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): ...