

DESCRIPTION OF ELECTIVE COURSE

Haute école de gestion de Genève	Academic Year: 2026-2027
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	Advanced International Marketing and Sales
4. Code	31012
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
6. Number of ECTS Credits	5
7. Prerequisites	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students <input type="checkbox"/>
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English
9. Objectives	<p>This course aims at offering “the equivalent of a 6-month internship in a multinational company, in just 14 classes”, by providing students with the fundamentals to effectively grow brands internationally. And therefore, boosting their proficiency just before entering the marketplace.</p> <p>Containing little theory, this course rather focuses on the know-how, behavioural skills, and concrete tools to thrive in multinational companies, which are operating under specific organizational set-ups, processes, and ways of working. Beyond these internal considerations, by the end of the semester students should be able to:</p> <ul style="list-style-type: none"> • LO1: Assess their international business environment and industry. • LO2: Define meaningful consumer targets across markets: the “WHO” • LO3: Create a marketing and sales strategy: the “WHERE” and “WHY” • LO4: Develop products/services to meet their needs: the “WHAT” • LO5: Bring these products/services to stores and support them: the “HOW”

<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<p>Equip students with what it takes to successfully start their career in a multinational company:</p> <ul style="list-style-type: none"> • Understand the different organizational set-ups in multinational companies, and their implications on processes and decision-making. • Thoroughly assess the international environment to inform the strategies and go-to-market choices for their brand, in order to win globally. • Define relevant consumer targets based on that international landscape assessment; and identify potential differences between markets. • Articulate a compelling global strategy, including “Where-to-Play” and “How-to-Win”. • Design meaningful products/services to meet global demand, including pricing strategies. • Qualify product innovation with robust consumer research across key design markets. • Develop best-in-class online and offline communication that can work globally or regionally, depending on the category and brand positioning. Learn how to best work with external partners (with disproportionate focus on creative agencies). • Improve written, verbal and non-verbal communication skills, to effectively work in multicultural companies: 1-pagers, Sales Pitches, Elevator Pitches... <p>Participants will be rather coached as junior brand managers – freshly hired in a multinational company - rather than students. The underlining principle can be summarized as: “learning by doing”.</p> <p>The course will combine International Marketing & Sales theory and fundamentals, together with numerous concrete skills and techniques, examples, hands-on exercises, group discussions, role-playing, case study discussions, videos, articles, and possibly discussions with external guest speakers.</p>
<p>11. Evaluation</p>	<p>The grading of the module will be based on:</p> <ul style="list-style-type: none"> • An International Marketing & Sales group project (3 to 5 students) that will be leveraged across classes, including a final (written and verbal) presentation at the end of the semester (45%). • An individual business 1-pager with a Marketing & Sales recommendation (30%), due before the mid-term break. Note: This 1-pager has to be written without relying on Artificial Intelligence. • Weekly participation, engagement in class discussions, and continuous assessment (quizzes, homework) during the semester (25%) <p>Note: Leveraging Artificial Intelligence is allowed solely for the group project, if the participants find it useful to bring their advertising to life (through visual mock-ups and illustrations).</p>

12. Remediation/repetition	<input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam. <input type="checkbox"/> No remediation
13. Coordinator / main instructor	Cyril Maerten
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:
15. Characteristics	<input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)
16. Type	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:
17. Time organization	<input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Fall semester <input type="checkbox"/> Other