

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	2017-18
Code: <i>(Compulsory)</i> 3032	Type of course: <i>(Compulsory – 1 possible response)</i> <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: ...	
Level: <i>(Optional – 1 possible response)</i> <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: ...	Characteristic: <i>(Optional – 1 possible response)</i> <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	
Type: <i>(Optional – 1 possible response)</i> <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: ...	Time schedule: <i>(Optional – multiple responses possible)</i> <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:
(Compulsory – multiple responses possible)

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

3. Prerequisite

(Compulsory – 1 possible response)

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

Consumer Behavior

Master the key concepts related to **Consumer Behavior** and its impact on individual and group purchasing decisions.

The course shall cover the following aspects:

- Understand consumers as mass phenomenon and as individuals
- Understand how Consumer Behavior is closely linked to certain brain functions, memory and past experience
- Research motivations, values and involvement of European consumers and understand the difference to globalized patterns
- Understand the influence of personality traits, lifestyle, learning, memory, attitude and persuasion on consumption patterns
- Analyze the individual and group purchase decision making process
- Assess the influence of income, disposal income, social class, education and cultural background on consumer behavior
- Study the influencing tools of Consumer Behavior used by major retailers
- Analyze new consumer and consumption trends
- Balance the power of consumer influencing techniques with legal, ethical and sustainability considerations

Market Research

Become familiar with the basics of **Market Research** and knowledgeable what for to use which research questions.

The course shall cover the following aspects:

- Understand the link between Marketing, Consumer Behavior and Market Research and how the former provides insights about the latter
- Understand the difference between Primary Research and Secondary Research and what kind of data is to be used for each type
- Understand for what kind of questions and expected results a qualitative, respectively a quantitative study is more appropriate
- Know the building blocks and process that leads to the definition of a market research study
- Know to assess the cost-benefit factor in market research design

Objectives of the course: Applied Statistics

At the end of the course, the student will be able to:

- Understand the bases of inferential statistics and sampling theory
- Compute point estimates and confidence intervals.
- Build and interpret hypothesis tests
- Understand the bases of simple and multiple regression analysis.

Objectives of the course: International channel and e-channel management

The course shall cover the following aspects:

- Get introduced to one of the key functions of the Marketing-Mix; Channel (or Distribution) Management.
- Understand the difference between Logistics, Supply Chain Management, Distribution and Channel Management
- Study the different channel institutions such as Wholesalers, Retailers, Agents, Representatives
- Know the basic development steps, legal forms and organizational options for international distribution development: Export, License, Franchise, Joint Venture, Subsidiary
- Study the Structure and Function of modern Sales Channels, including Pure-play and Omni-Channel Distribution
- Master the analytic framework for Channel Design, Implementation and Performance Measurement
- From brick & mortar to click and order: Understand the new challenges of distribution networks in which e-channels make products and services available across boundaries
- Learn from the example of China's soaring e-commerce and become knowledgeable about latest distribution trends

5. Teaching and content

Consumer Behavior:

Key concepts: Perception, The Self, the difference between 'Needs & Wants', Learning, Memory and Memorization Mechanisms, Motivations and Values, Personality and Lifestyle, the Influence of Education, Culture, Income, Disposal Income and other demographic as well as psychographic factors, Attitudes and Persuasion, Decision Making in Groups, Organizations and Households, Buying and Disposing, the Influence of New Technologies and Social Media
Implementation of concepts in real cases: practical questions and cases
Additional topics as per instructor's indication.

Market Research:

What to start with and why? Definitions and roles, Desk Research vs. Field Research, Data to be used for each type of research, Field Testing vs. Panel Testing; What data to expect from each, PRO's & CON's and Cost-Benefit of these two main research approaches. What can be tested – and what not! The various types of consumer/user studies: Concept/Prototype Testing, Feasibility Testing, Packaging and/or Product Tests, Pre- vs. Post-Test, Testing of Communication Tools such as Ads, Brochures, Commercials, Websites etc., About potential bias in Market Research and the limit of market/opinion testing, Practical cases and exercises.
Additional topics as per instructor's indication.

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: International channel and e-channel management**International Channel Management**

Key concepts: The Strategic Framework of Channel Management; The difference between Supply Chain Management, Logistics and Distribution; Distribution decisions are part of the segmentation, targeting and positioning strategy, why distribution decisions are part of the Marketing Strategy, behavioral processes in Marketing Channels, designing distribution networks, selecting channel partners, exclusive vs. selective vs intensive distribution, why the difference between numeric and weighted distribution matters, why and what for brands pay listing fees to retailers, training and motivating channel members. Channel performance and efficiency measurement: The 20/80, GAP and Supply-Side Analysis, Channel member issues, trends in end-user preferences, vertical integration forward and backward, channel power and handling channel conflicts. Distribution options when going international: Exporting, Licensing, Franchising, Joint Venture, Subsidiary. Additional topics as per instructor's indication.

e-Channel Management:

Key concepts: Brick & Mortar vs. Click & Order, Pure-Play vs. Multi-Channel and Omni-Channel, Non-store Retailing, challenges and pitfalls of e-selling, physical distribution systems and operational organizations required to run successfully an e-commerce business, online channels for services. Legal and territorial aspects of e-commerce. The future of retailing. Additional topics as per instructor's indication.

6. Assessment and validation methods

(Compulsory – write in as required)

The grading of the module shall be based on:

For Consumer Behavior and International channel and e-channel management:

- 1 or 2 Quizzes during the 15 week's course
- Evaluated group presentations to specific topics defined by the instructor
- A written exam in week 16 of the semester

For Applied Statistics:

- Group works during the semester
- A written exam in week 16 of the semester

(The methods and weightings are communicated by the instructor before the evaluations.)

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)

- (Compulsory – multiple responses possible)*
- Reassessment possible
 No reassessment
 Other (please specify): ...

8. Remarks

(Optional – write in as required)

9. Bibliography

Solomon: Consumer Behavior

Global Edition 10 / E Michael R. Solomon, *Saint Joseph's University*
ISBN-10: 0132671840 / ISBN-13: 978-0132671842

Publisher: Pearson Higher Education, June 2012

OR

Solomon: Consumer Behavior: Buying, Having, and Being

Global Edition 12 / E Michael R. Solomon, *Saint Joseph's University*
ISBN-10: 0134472470 / ISBN-13: 978-0134472478

Palmatier/Stern/El-Ansary/Anderson: Marketing Channel Strategy

8th Edition 10

ISBN-10: 0133357082, ISBN-13: 9780133357080

Applied Statistics

Business Statistics, A Decision-Making Approach, Pearson New International Edition, D. F. Groebner, P. W. Shannon, P. C. Fry. Pearson Ed., 9th edition, 2013. ISBN13: 9781292023359

10. Teaching staff

(Optional – write in as required)

Mark Schumacher / David Marcos / Juan Lopez-Villarejo

Name of the person responsible for the module:

Alexandre Caboussat

Module description validated on

(Compulsory)

Module description validated by

(Compulsory)