

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	2018-19
Code: <i>(Compulsory)</i> 3031	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 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: ...	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 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:
(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: ...

4. Skills to be gained / general learning objectives

(Compulsory – write in as required)

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*(Compulsory – write in as required)***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*(Compulsory – write in as required)*

The grading of the module shall be based on:

- A written final exam in weeks 16/32 of the semesters (60%)
- Group projects involving written and in-class presentations (30%)
- Optional during term assessments according to the discretion and decision of the instructor (10%).

7. Reassessment requirements*(Compulsory – multiple responses possible)*

- 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)*

Teaching approach is based on 5 principles of mutual respect and engagement between instructor and students: Preparation, Cooperation, Collaboration, Presentation and Examination.

9. Bibliography*(Optional – write in as required)*

Kotler, P. and Armstrong, G. (2014). *Principles of Marketing*, Global 16th Edition. Pearson Education Limited, Essex, England. ISBN-13: 978-1-292-09248-5

Additional case studies and readings will be assigned throughout the semesters.

Teaching staff

(Optional – write in as required)

Tim Connerton / Mark Shepherd

Name of the person responsible for the module:

Tim Connerton

Module description validated on
(Compulsory)

Module description validated by
(Compulsory)