

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	2018-19
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:

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.
- Master the framework to define a channel strategy
- 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: 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 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: The 20/80, GAP Analysis, 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. Additional topics as per instructor's indication.

e-Channel Management:

Key concepts: Brick & Mortar vs. Click & Order, Pure-Play vs. Multi-Channel, challenges and pitfalls of e-selling, operational organizations required to run successfully an e-commerce business. The future of retailing. Omni-channel marketing. 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:

International channel and e-channel management:

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

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

International channel management

The following references will be used extensively throughout the course:

Marketing Channel Strategy, Eight Edition, Global Edition, Robert W. Palmatier, Louis W. Stern, Adel I. El-Ansary
Sales and Marketing Channels; How to build and manage distribution strategy, 3rd Edition, Julian Dent and Michael White.

Other useful references:

The future of omni-channel retail, Predictions in the age of Amazon, Lionel Binnie, 2018

Omnichannel Marketing, The Roadmap to Create and Implement Omnichannel strategy for Your Business, Shady Ramadan

10. Teaching staff

(Optional – write in as required)

G. Catenazzo / S. Monti / A. Dauverné

Name of the person responsible for the module:

Alexandre Caboussat

Module description validated on

(Compulsory)

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(Compulsory)