

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2020-2021
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Minor 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	6
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 <input type="checkbox"/> Other :
9. Objectives	<p>The objective of this advanced course is to provide students with the necessary perspectives and knowledge to understand global markets, to assess the opportunities and challenges they offer, and to apply international marketing and sales concepts, tools and techniques for assuring successful product, service and market development for profitable international growth.</p> <p>This course will focus on appreciating social and cultural influences on international business, global market research and strategies, analyzing geopolitical economic and legal effects on international sales and marketing, the global relevance of brands, market positioning of products and services, managing sales and integrated communications across cultural and geographic boundaries, and the logistics, shipping and physical handling of products across the globe. Creating and leveraging competitive advantages for success in this challenging and dynamic world will also be learned.</p>

10. Contents <i>(General themes and descriptions, the accurate content may change)</i>	<p>Part 1. Introducing a view of International Marketing Part 2. Understanding Cultural Environments across Global Markets Part 3. Assessing Global Market Opportunities Part 4. Developing and Implementing Global Marketing Strategies Part 5. Selling in International Markets</p> <p>Lectures, text book readings, academic articles, case studies, group discussions, videos and guest speakers will be used in this course.</p>
11. Evaluation	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> • A written exam in week 16 of the semester; and/or • Mid-term assessments during weeks 1 to 15 involving selected topical participative discussions, case study analyses and discussions, and a final group project, all involving engaged attendance will be assigned according to the decision of the instructor. <p>(The methods and weightings will be communicated by the instructor before the evaluations at the beginning of the semester)</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	Tim Connerton
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