

DESCRIPTION OF ELECTIVE COURSE

Haute école de gestion de Genève	Academic Year: 2022-2023
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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	31043
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <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 providing students who are about to enter the marketplace with the fundamentals to effectively grow brands internationally. Since you have already covered marketing theory, this course focuses on equipping you with the know-how, behaviour 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, we will then focus on how to i) assess the international environment, ii) define meaningful consumer targets across markets, iii) develop offers to meet their needs, iv) bring them to stores and v) support them.</p> <p>At the end of this module students should be able to:</p> <p>LO1: Apply psychological principles to influence consumer behaviour and develop effective sales tactics.</p> <p>LO2: Analyse different selling tactics, models, and tools in the context of international markets.</p> <p>LO3: Analyse the factors influencing marketers in creating an international marketing strategy.</p> <p>LO4: Create an international marketing strategy and tactics that reflects both the organisational strategy and values.</p>

<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"> • Know and understand international marketing terminology. • Understand the different organizational set-ups in multinational companies, and the key implications on processes and financial implications. • Apply the fundamental marketing principles and sales techniques on real situations across international markets. • Thoroughly assess the international environment to inform the strategies and go-to-market choices of the company, to win globally. • Integrate global and evolving trends into the assessment, to better anticipate upcoming changes. With special focus on sustainability and social responsibility. • Define relevant consumer targets based on that international landscape assessment; and identify potential diverging expectations across markets due to external forces. • Articulate a compelling global strategy, including “Where to Play” and “How to Win”. • Design meaningful portfolio of products and services to meet the global demand, including pricing strategies that works across borders. • Qualify product innovation with robust consumer research across key design markets. • Develop best-in-class 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). • Maximize the potential of your product & service launches with unbeatable Concept Sales and Sales pitch, that will travel across a matrix multinational organization. • Improve your written, verbal and non-verbal communication skills, to effectively work in multicultural companies. <p>Students will be rather coached as junior brand managers – freshly hired in a multinational company - rather than students or even interns. The underlining principle can be summarized as: “learning by doing”. The course will smartly combine International Marketing & Sales theory and fundamentals, together with plenty of concrete skills and techniques, real examples, hands-on exercises, group discussions, role-playing, case study discussions, videos, articles...</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 4 students) that will be leveraged across all lessons, including a final (written and verbal) presentation at the end of the semester (50%). • An individual business 1-pager with a Marketing & Sales recommendation (30%), due before the mid-term break. • Weekly participation and engagement in class discussions (20%)
<p>12. Remediation/repetition</p>	<p><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</p>

	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