# DESCRIPTION OF ELECTIVE COURSE

| Name of the school :<br>Haute école de<br>gestion de Genève | | Academic Year<br>2023-2024 |
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| **FIRST PART: DESCRIPTION OF MODULE** | |
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| **1. Domain** | Business and Services |
| **2. Department** | International Business Management |
| **3. Minor name** | **Consumer Science and Analytics** |
| **4. Code** | 31041 |
| **5. Type of education** | ☒ Bachelor<br>☐ Master<br>☐ MAS<br>☐ CAS / DAS |
| **6. Number of ECTS Credits** | **5** |
| **7. Prerequisites** | ☒ Validation of the modules in semesters 1 and 2<br>☒ Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students<br>☒ Mastery of the following elements will be tested during first lecture<br>　- the statistical concepts and tests studied in semester 1 to 4 (full-time students) and 1 to 6 (part-time students)<br>　- the main market research approaches studied in semester 1 to 4 (full-time students) and 1 to 6 (part-time students) |
| **8. Teaching language** | ☐ French<br>☐ German<br>☒ English<br>☐ Other : ………………… |
| **9. Objectives** | This course offers students a solid background to consumer science so that they are able to interact in an efficient way with, and also accede to, business functions in the following domains: marketing, communication, consumer insight, market research. The course overall goal is to help students to develop a consumer- centric mindset i.e. to consider the consumer as the focal point of all decisions related to designing and delivering communication, products, services and experiences to create satisfaction, loyalty and advocacy. Beyond commercial behaviours, the module also introduces students to the knowledge and skills needed to understand and predict how consumers/citizens behave in specific situations, and to adopt a scientific approach to design behaviour change interventions.<br><br>After studying this module students should be able to:<br>• Describe the physiological and psychological processes underlying perceptions, emotions, attitudes, decision making and behaviours<br>• Differentiate and explain key statistical tests used to analyse consumer data: e.g. t-test, ANOVA, CHI-2, regression, factor analysis<br>• Apply the relevant statistical tests to analyse specific consumer data sets |

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| | • Analyse and evaluate approaches used to solve consumer related questions based on scientific papers and commercial propositions<br>• Propose relevant strategies to solve consumer related business questions<br>• Communicate in a clear, structured, and concise manner the key take-home messages of the different courses and of complementary readings<br>• Explain to the class the statistical approaches used to answer different questions through data set analyses |
| **10. Contents**<br>(General themes and descriptions, the accurate content may change) | Content covered will include broad domains of consumer science and their application to consumer understanding and subsequent communication design, product innovation and behaviour change initiatives.<br>This will include topics such as:<br>• Perceptions<br>• Affective responses<br>• Attitudes and Decision-making<br>• Behaviour formation and change<br><br>We will also explore through different examples and practice the approaches that need to be used to build relevant consumer insights<br>• Design of experiment and data collection<br>• Statistics<br>   - Distribution, location, variability<br>   - Basic Parametric and Nonparametric tests<br>   - Correlation and regression<br>   - Factor analysis |
| **11. Evaluation** | The grading of the module shall be based on:<br><br>• Assessments during weeks 1 to 14 (50%): students conduct several exercises during the semester to practice the concepts and methods introduced in class. Exercises include short seminars (course summary, analysis of scientific and commercial strategies to answer a consumer related question), reporting on statistical approaches applied to analyse specific data sets.<br>• An individual work to deliver week 15 (50%): format according to the decision of the instructor (written exam or report and presentation of an individual project)<br><br>The methods and weightings will be detailed by the instructor during the first lecture |
| **12. Remediation/repetition** | ☒ 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.<br>☐ No remediation |
| **13. Main instructor** | Nathalie Martin |

### SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN

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| **14. Level** | ☐ Basic module<br>☐ Advanced module<br>☒ Specialized module |
| **15. Characteristics** | ☒ 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 | ☒ Main module<br>☐ Module linked to main module<br>☐ Optional module |
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| **17. Time organization** | ☒ Module over 1 semester<br>☐ Module over 2 semesters<br>☐ Spring semester<br>☒ Fall semester |