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Haute école de gestion
Genève

Hes·so

Haute Ecole Spécialisée
de Suisse occidentale

Fachhochschule Westschweiz

University of Applied Sciences and Arts
Western Switzerland

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	2024-2025

Code:
3032

Type of course:
☒ Bachelor's ☐ Master's ☐ MAS ☐ DAS ☐ CAS ☐ Other: …

Level:
☐ Basic module
☐ Further studies module
☒ Advanced module
☐ Specialised module
☐ Other: …

Characteristic:
☒ 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:
☒ Main module
☐ Module linked to main module
☐ Optional or subsidiary module
☐ Other: …

Time schedule:
☒ Module over 1 semester
☐ Module over 2 semesters
☐ Spring semester
☒ Autumn semester
☐ Other: …

2.   Organisation

ECTS credits *8*

Language:
☐ French
☐ German
☐ Other: ...

☐ Italian
☒ English

3.   Prerequisite

☐ 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

Objectives of the course: Market Research fundamentals

This course offers students a solid background in market research so that they are able to collect data not just to find

out what people think, but also to gain insight as to why such viewpoints are held.

After studying this module students should be able to:

- Describe the market research process
- Propose the most suitable research strategy to collect data and gain insight to address business related issues
- Design interviews and questionnaires
- Analyse qualitative and quantitative data
- Communicate in a clear, structured, and concise manner the results

Objectives of the course: Applied Statistics

- Apply the theory of sampling distributions.
- Estimate statistical parameters (mean, proportion, variance) and construct confidence intervals.

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- Perform statistical tests in various situations.
- Estimate differences of parameters between two populations and perform the corresponding statistical tests.
- Distinguish between independent and paired samples.
- Apply simple linear regression models and compute their coefficients.
- Apply multiple linear regression models for model selection.
- Understand basic notions in R

Objectives of the course: 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.
- 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

Course: Market Research Fundamentals
- The research brief and research proposal
- Exploratory research: Secondary data
- Qualitative research
- Quantitative research: Survey design
- Data preparation
- Data analysis

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: Channel management

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: 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. E-commerce: Brick & Mortar vs. Click & Order, Pure-Play vs. Multi-Channel, challenges and pitfalls of e-selling. The future of retailing. Omni-channel marketing. Additional topics as per instructor's indication.

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6.   Assessment and validation methods

Each course syllabus available on the moodle plateform Cyberlearn describes the assessment and validation methods.

7.   Reassessment requirements

☒ Reassessment possible
☐ No reassessment
☐ Other (please specify): …

7a   Reassessment requirements (if module is repeated)

☐ 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