

## DESCRIPTION OF ELECTIVE COURSE

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| <b>Name of the school :</b><br>Haute école de<br>gestion de Genève | <b>Academic Year:</b><br>2024-2025 |
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| FIRST PART: DESCRIPTION OF MODULE |  |
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| <b>1. Domain</b>                  | Business and Services  |
| <b>2. Department</b>              | International Business Management  |
| <b>3. Course name</b>             | <b>Communication for sustainable change</b>  |
| <b>4. Code</b>                    | 31027  |
| <b>5. Type of education</b>       | <input checked="" type="checkbox"/> Bachelor<br><input type="checkbox"/> Master<br><input type="checkbox"/> MAS<br><input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days   |
| <b>6. Number of ECTS Credits</b>  | 5  |
| <b>7. Prerequisites</b>           | <input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2<br><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<br><input type="checkbox"/> .....  |
| <b>8. Teaching language</b>       | <input type="checkbox"/> French<br><input type="checkbox"/> German<br><input checked="" type="checkbox"/> English<br><input type="checkbox"/> Other: .....   |
| <b>9. Objectives</b>              | <p>Can the use of communication contribute to sustainable social change and transformation?</p> <p>Participatory, 'horizontal' communication – such as stakeholder dialogue and consultation or bottom-up community media – has created spaces in which people can define sustainability themselves. These conceptions of communication are believed to bring about empowerment and social change in a more sustainable form than mass-communication and behavioral change communication which are useful in promoting top-down reforms. Participatory communication aims at promoting self-owned reforms and sustainable change at all levels of society.</p> <p>This class will address current issues through social and behavioral change in a variety of spaces - from local communities to government spaces to civil society organizations. In a multidisciplinary approach, this class will aim to address this question: can communication help bring about the needed changes in behaviour for a sustainable</p> |

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|  | <p>world ? In other words can communication change the world?</p> <p>Through a mix of lectures and case studies, this class will address the different theories and methodologies employed to communicate sustainability issues and facilitate change within communities all over the world</p>   |
| <p><b>10. Contents</b><br/><i>(General themes and descriptions, the accurate content may change)</i></p> | <p>More specifically, this class will allow students to :</p> <p>Explore theories of changes</p> <p>Define and explore sustainability</p> <p>Explore strategic communication and project management theories, as well as development and social change communication theories;</p> <p>Discover and understand dynamic dialogue methods and media technologies;<br/>Design and implement campaigns;<br/>Discover and understand the criticisms and limits of change communication<br/>Measure and evaluate (tools)</p> |
| <p><b>11. Evaluation</b></p>   | <p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> <li>• Active in class participation;</li> <li>• In-class case studies</li> <li>• Final task</li> </ul> <p>(The methods and weightings are communicated by the instructor before the evaluations)</p>   |
| <p><b>12. Remediation/repetition</b></p>   | <p><input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6.<br/>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.</p> <p><input type="checkbox"/> No remediation</p>  |
| <p><b>13. Coordinator / main instructor</b></p>  | <p>Aurélie Laforêt</p>  |

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

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| <b>14. Level</b>             | <input type="checkbox"/> Basic module<br><input type="checkbox"/> Advanced module<br><input checked="" type="checkbox"/> Specialized module<br><input type="checkbox"/> Other: .....   |
| <b>15. Characteristics</b>   | <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 »)   |
| <b>16. Type</b>              | <input checked="" type="checkbox"/> Main module<br><input type="checkbox"/> Module linked to main module<br><input type="checkbox"/> Optional module<br><input type="checkbox"/> Other: .....  |
| <b>17. Time organization</b> | <input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters<br><input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Fall semester <input type="checkbox"/> Other |