

## DESCRIPTION OF ELECTIVE COURSE

Name of the school: Haute école de gestion de Genève	Academic Year 2025-2026
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FIRST PART: DESCRIPTION OF MODULE	
<b>1. Domain</b>	Business and Services
<b>2. Department</b>	International Business Management
<b>3. Minor name</b>	<b>Consumer Science and Behavior Change</b>
<b>4. Code</b>	31041
<b>5. Type of education</b>	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> CAS / DAS
<b>6. Number of ECTS Credits</b>	<b>5</b>
<b>7. Prerequisites</b>	<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 checked="" type="checkbox"/> Mastery of the following elements will be tested during first lecture <ul style="list-style-type: none"> <li>- the statistical concepts and tests studied in semester 1 to 4 (full-time students) and 1 to 6 (part-time students)</li> <li>- the main market research approaches studied in semester 1 to 4 (full-time students) and 1 to 6 (part-time students)</li> </ul>
<b>8. Teaching language</b>	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other : .....
<b>9. Objectives</b>	<p>This course provides students with a solid foundation in consumer science, enabling them to engage effectively with business functions in areas such as marketing, communication, consumer insights, and market research.</p> <p>The overall goal of the course 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 introduces students to the knowledge and skills required to understand and predict consumers/citizens behaviour in specific situation while adopting a scientific approach to designing behaviour change interventions.</p> <p>After studying this module students should be able to:</p> <ul style="list-style-type: none"> <li>• Describe the following concepts: perceptions, liking, emotions, attitudes and behaviours</li> <li>• Differentiate, explain and apply key statistical tests used to analyse consumer data: e.g. t-test, ANOVA, CHI-2, regression</li> </ul>

	<ul style="list-style-type: none"> <li>• Evaluate approaches and propose relevant strategies to solve consumer related questions</li> <li>• Communicate in a clear, structured, and concise manner</li> </ul>
<b>10. Contents</b> (General themes and descriptions, the accurate content may change)	<p>The course will cover broad domains of consumer science, focusing on their application to consumer understanding, communication design, product innovation, and behaviour change initiatives.</p> <p>This will include topics such as:</p> <ul style="list-style-type: none"> <li>• Perceptions</li> <li>• Affective responses</li> <li>• Behaviour formation and change</li> </ul> <p>Students will practice key approaches to building relevant consumer insights, including:</p> <ul style="list-style-type: none"> <li>• Desk Research</li> <li>• Data collection</li> <li>• Data analysis</li> </ul> <p>The course combines theory, practical exercises, and case studies, providing students with hands-on experience in consumer and behavioural sciences. A significant portion of the course will be dedicated to group work.</p>
<b>11. Evaluation</b>	<p>The module grading will be based on:</p> <ul style="list-style-type: none"> <li>• Participation in class</li> <li>• Group assignments (weeks 1 to 14): Students will complete two group projects throughout the semester to apply the concepts and methods introduced in class. Each assignment includes an in-class preparation phase (with teacher's coaching) and multiple deliverables such as an in-class experiment, an oral presentation, and a short report.</li> </ul>
<b>12. Remediation/repetition</b>	<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
<b>13. Main instructor</b>	Nathalie Martin
<b>SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN</b>	
<b>14. Level</b>	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module
<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 <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module

**17. Time organization**

- Module over 1 semester
- Module over 2 semesters
- Spring semester
- Fall semester Other