DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2025-2026

FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	**Communication for sustainable change**
4. Code	31027
5. Type of education	☒ Bachelor ☐ Master ☐ MAS ☐ ☐ DAS / CAS / single days
6. Number of ECTS Credits	**5**
7. Prerequisites	☒ Validation of the modules in semesters 1 and 2 ☒ Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students ☐ ………………………..
8. Teaching language	☐ French ☐ German ☒ English ☐ Other: …………………………..
9. Objectives	Can the use of communication contribute to sustainable social change and transformation? 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. 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

world ? In other words can communication change the world?

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

10. Contents *(General themes and descriptions, the accurate content may change)*	More specifically, this class will allow students to : Explore theories of changes Define and explore sustainability Explore strategic communication and project management theories, as well as development and social change communication theories; Discover and understand dynamic dialogue methods and media technologies; Design and implement campaigns; Discover and understand the criticisms and limits of change communication Measure and evaluate (tools)
11. Evaluation	The grading of the module shall be based on: • Active in class participation; • In-class case studies • Final task (The methods and weightings are communicated by the instructor before the evaluations)
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. ☐ No remediation
13. Coordinator / main instructor	Aurélie Laforêt

SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN

14. **Level**	☐ Basic module ☐ Advanced module ☒ Specialized module ☐ Other: ………………….
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 ☐ Module linked to main module ☐ Optional module ☐ Other: ……………………
17. **Time organization**	☒ Module over 1 semester ☐ Module over 2 semesters ☒ Spring semester ☐ Fall semester ☐ Other