

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2026- 2027
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	Purpose-Led Brands
4. Code	31052
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
6. Number of ECTS Credits	5
7. Prerequisites	<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 type="checkbox"/>
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input type="checkbox"/> Spanish <input checked="" type="checkbox"/> English <input type="checkbox"/> Other :
9. Objectives	<p>What role do brands play in society? How do they influence our choices, behaviors, and values as consumers? And how can they create value while contributing positively to the world around us?</p> <p>Marketing is often perceived as a commercial tool, yet its influence on our daily lives, decisions, and cultural norms is profound—and frequently underestimated.</p> <p>This course explores the societal impact of brands and the responsibilities that come with their influence. Students will develop a deep understanding of how marketing shapes behavior, perceptions, and systems, as well as the key challenges brands face in an increasingly complex world.</p> <p>Central to the course is the distinction between a brand’s marketing footprint and its brainprint—what brands do versus how they shape</p>

	<p>mindsets—and how the marketing mix can be leveraged to drive positive, meaningful impact.</p> <p>Through hands-on learning, students will gain practical experience in building and evaluating purpose-led brands. Working both collaboratively and individually, they will explore how purpose can be translated into brand strategy, identity, and communication, as well as how to critically assess brands' societal and commercial impact. Real-world case studies from both emerging and global brands will support this learning, encouraging students to distinguish between authentic purpose and superficial or misleading claims.</p>
	<p>At the end of the semester, students will be able to critically assess the role and impact of marketing in society, understand how brands influence consumer behavior, and evaluate how brand purpose can be leveraged to create positive societal and environmental impact.</p> <p>LO1. Identify and critically assess marketing's impact on a brand's footprint and brainprint.</p> <p>LO2. Articulate a clear and credible brand purpose and explain its role in building and managing a purpose-led brand.</p> <p>LO3. Apply the <i>why–who–what–how</i> model to construct a coherent brand framework.</p> <p>LO4. Develop a brand strategy that reflects a brand's purpose and values, and communicate it effectively through a structured and persuasive presentation.</p> <p>LO5. Critically evaluate existing brands and recommend improvements through more responsible and sustainable marketing practices.</p>

<p>10. Contents (General themes and descriptions, the accurate content may change)</p>	<p>Brands are all around us and play a powerful role in shaping our choices, behaviors, and culture. This elective explores the role of brands in society and examines how they can drive positive change when anchored in a clear and credible purpose. Students will critically assess the influence of marketing in today's world and explore how brands can balance commercial success with social and environmental responsibility.</p> <p>The course covers the following key topics:</p> <ul style="list-style-type: none"> • The impact of marketing and the evolving role of brands in society. • Brand frameworks: defining the <i>why, who, what, and how</i>. • Brand purpose and its role in value creation. • Brand strategy, including targeting, differentiation, and positioning. • Brand identity, including tone of voice and visual identity. • Communication, innovation, and distribution strategies, including challenges such as greenwashing and purpose-washing. • Sustainable marketing, including the concepts of marketing footprint versus brainprint and reframing the marketing mix for sustainability.
<p>11. Evaluation</p>	<ul style="list-style-type: none"> • Individual Assignment: 40% of the grade – reframing the 4Ps for sustainability. • Group Assignment: 60% of the grade – building a purpose-led brand.
<p>12. Remediation/repetition</p>	<p><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.</p> <p><input type="checkbox"/> No remediation</p>
<p>13. Coordinator / main instructor</p>	<p>Christina Bouglass</p>
<p>SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN</p>	
<p>14. Level</p>	<p><input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:</p>
<p>15. Characteristics</p>	<p><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 »)</p>

16. Type	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:
17. Time organization	<input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Fall semester <input type="checkbox"/> Other