

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	Communication for sustainable change
4. Code	31027
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 checked="" type="checkbox"/> English <input type="checkbox"/> Other:
9. Objectives	<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>

	<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>10. Contents <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; Design and implement campaigns; Discover and understand the criticisms and limits of change communication Measure and evaluate (tools)</p>
<p>11. Evaluation</p>	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> • Active in class participation; • In-class case studies • Final task <p>(The methods and weightings are communicated by the instructor before the evaluations)</p>
<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>Aurélie Laforêt</p>

SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN

14. Level	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:
15. Characteristics	<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 »)
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