

## Module description

**Field of study:** Business, Management and Services

**Degree course:** BSc HES-SO in International Business Management

**Major:** N/A

Subject to the *Règlement sur la formation de base (Bachelor et Master) à la HES-SO* (R-FB hereafter) and *Regulations for the degree programme Bachelor of Science HES-SO in International Business Management* (R-IBM hereafter; collectively *program regulations* hereafter); and *Règlement d'études des filières Bachelor de la HEG* (RE-HEG hereafter).

| 1. Title of module | Marketing and Communication II                                 | 2026-2027 |
|--------------------|----------------------------------------------------------------|-----------|
| <b>Code:</b> 3032  | <b>Revision date / Effective date:</b> 2026-06-30 / 2026-09-14 |           |

**Equivalent to:**

**ECTS Credits:** 8 Credits

**Level:**

- ☐ Basic module  
☐ Further studies module  
☒ Advanced module  
☐ Specialised module  
☐ Other: ...

**Type of course:**

- ☒ Bachelor's   ☐ Master's   ☐ MAS   ☐ DAS   ☐ CAS   ☐ Other: ...

**Characteristic:**

- ☒ Compulsory module

**Type:**

- ☒ Main module  
☐ Module linked to main module  
☐ Optional or subsidiary module  
☐ Other: ...

**Time schedule:**

- ☒ Module over 1 semester  
☐ Module over 2 semesters  
☐ Spring semester  
☒ Autumn semester  
☐ Other: ...

### 2. Organisation

**Primary teaching language:**

- |                                             |                                     |
|---------------------------------------------|-------------------------------------|
| <input checked="" type="checkbox"/> English | <input type="checkbox"/> French     |
| <input type="checkbox"/> German             | <input type="checkbox"/> Italian    |
| <input type="checkbox"/> Spanish            | <input type="checkbox"/> Other: ... |

### Module composition

Module composed of the course units: 30321-Market Research fundamentals and Market Research; 30322-Applied Statistics; 30323-Channel Management

**Attendance:**

Attendance is mandatory for all classes and other activities specified in the module description or syllabus, per art. 24 of the *RE-HEG* and unjustified absence may entail penalties. Where unjustified absence carries penalties, attendance is regularly monitored via written or digital signature, and any penalties are applied in accordance with institutional regulations.

**Penalties for absences:**

- ☐ Attendance at all scheduled teaching activities is mandatory and constitutes a condition for validation of the module. Students whose attendance falls below 80% of these activities are not eligible to be registered for the final examination which entails failure of the module.  
☐ Attendance at all scheduled teaching activities is mandatory. Each unjustified absence results in a grade penalty of 0.5/6 applied to the final module grade.  
☐ Each unjustified absence at scheduled course activities identified as mandatory or compulsory in the module description or syllabus entails a grade penalty of 0.5/6 applied to the final module grade...

- ☐ Absence from activities identified as mandatory or compulsory in the module description or syllabus results in the student not being entitled to receive a grade for any associated assessment.
- ☒ Attendance at all scheduled teaching activities contributes directly to the achievement of learning outcomes. Absences are not directly penalised. Attendance may nevertheless be monitored for pedagogical purposes.
- ☒ Additional details: (optional)

### 3. Prerequisite

- ☐ To have validated the module
- ☐ To have followed the module
- ☐ No prerequisite
- ☒ Other: to have validated the first-year assessment

### 4. Skills to be gained / general learning objectives

#### Market Research fundamentals

This course offers students a solid background in market research so that they are able to collect data not just to find out what people think, but also to gain insight as to why such viewpoints are held.

After studying this module students should be able to:

- Describe the market research process
- Propose the most suitable research strategy to collect data and gain insight to address business related issues
- Design interviews and questionnaires
- Analyse qualitative and quantitative data
- Communicate in a clear, structured, and concise manner the results

#### Applied Statistics

- Apply the theory of sampling distributions.
- Estimate statistical parameters (mean, proportion, variance) and construct confidence intervals.
- Perform statistical tests in various situations.
- Estimate differences of parameters between two populations and perform the corresponding statistical tests.
- Distinguish between independent and paired samples.
- Apply simple linear regression models and compute their coefficients.
- Apply multiple linear regression models for model selection.
- Understand basic notions in R

#### Channel management

Understand how to design, manage and evaluate effective sales and marketing channel strategy, particularly for businesses operating in international set up.

- Get introduced to one of the key functions of the Marketing-Mix: Channel (or Distribution) Management.
- Understand which are the multiple actors in a distribution system and their respective role.
- Identify the various distribution models. Understand the benefits of indirect channel strategy through 3rd party
- Get familiar with the most common distribution structures: retailers, wholesalers, distributors, franchising.
- Understand how to evaluate distribution models and their key success measures
- Understand what it takes to manage effective and enduring channel relationships
- Understand the major global trends and their impact on channel strategy
- Understand the new challenges and opportunities with the rise of e-commerce, common pitfalls and success recipe
- Understand what 'omnichannel' marketing stands for, what are its key drivers and how best to execute

**5. Teaching and content****Course unit – Market Research Fundamentals**

- The research brief and research proposal
- Exploratory research: Secondary data
- Qualitative research
- Quantitative research: Survey design
- Data preparation
- Data analysis.

**Course unit – Applied Statistics**

- Introduction to inferential statistics: (point estimates, confidence intervals)
- Construction of some confidence intervals for a parameter
- Some hypothesis tests for one population parameter
- Introduction to simple regression analysis.
- Multiple linear regression and model selection
- Selected topics chosen by the instructor.

**Course unit – Channel management**

Key concepts: The Strategic Framework of Channel Management; The difference between distribution channels and other channels; why distribution decisions are part of the Marketing Strategy (segmentation, targeting and positioning strategy). Designing distribution networks, intensive vs selective distribution, direct vs indirect, mixed models. Channel most common structures and strategies: distributors, wholesalers, retailers, franchising. Distributor business model and final tier business model. Channel performance and efficiency measurement: Make-or-Buy Analysis, channel Cost to Serve, channel Value Creation, channel margin and profitability, channel productivity. How to get the best of distributor and final tier channel. Training and motivating channel members. Managing channel power and potential channel conflicts. E-commerce: Brick & Mortar vs. Click & Order, Pure-Play vs. Multi-Channel, challenges and pitfalls of e-selling. The future of retailing. Omni-channel marketing. Additional topics as per instructor's indication.

**6. Assessment and validation methods****The module is calculated as follows:**

☒ Further details regarding assessment and validation methods are specified in the module or course unit syllabus available on the Cyberlearn Moodle page of the module or course unit.

**7. Remediation and repetition**

Module repetition and remediation are governed by the *program regulations* as well as the *RE-HEG*.

**Remediation**

Module eligible for remediation if the overall module grade is between 3.5 and 3.9, in accordance with Art. 29 R-FB. In case of remediation, grades for continuous assessments or bonus grades are not carried over.

☐ Module composed of multiple course units evaluated individually: remediation applies exclusively to those course units for which the grade obtained is below 4.0. Remediation takes the form of an additional assessment for each course unit concerned, covering the learning objectives of that course unit, as determined by the relevant course-unit coordinator.

☒ Module consisting of a single course unit, or of two integrated course units evaluated jointly at module level: remediation takes the form of one additional assessment covering the learning objectives of the module as a whole.

**Repetition**

In the event of module repetition, students are required to complete the module in accordance with the following provisions: for modules comprising more than two course units, only those course units for which a grade below 5.0 was obtained must be

repeated; for modules comprising one or two course units, students repeating the module must repeat all course units in their entirety, irrespective of the grades previously obtained. Grades or assessment results obtained during a previous attempt are otherwise not carried over.

- ☒ In case of accelerated repetition per Art 7 of the R-IBM, grades for continuous assessments are carried over.  
☐ In case of accelerated repetition per Art 7 of the R-IBM, grades for continuous assessments are not carried over and are replaced as follows: (please specify).

## 8. Remarks

Further details regarding points 5, 6, 7, 9 & 10 may be specified in a module or course unit syllabus available on the Cyberlearn Moodle page of the module or course unit.

The institution reserves the right to modify the content and organization of the module.

## 9. Bibliography

## 10. Faculty

**Filename:** 3032\_ModuleDescr\_Marketing-Communication-II\_26-27\_V2.docx

**Faculty responsible for the module:**  
Christina Bouglass

**Module description validated on**  
2026-06-30

**Module description validated by**  
Astrid Dauverné