

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	2026-2027
Code: 3141	Revision date / Effective date: 2026-08-03 / 2026-09-14	
Equivalent to: 3031	ECTS Credits: 6 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:

- | | |
|---|-------------------------------------|
| ☒ English | ☐ French |
| ☐ German | ☐ Italian |
| ☐ Spanish | ☐ Other: ... |

Module composition

Module composed of the course units: 31411-Marketing I; 31412-Marketing II

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: participation and attendance for the group work presentations are mandatory; any unjustified absence results in a grade of 1 for the project.

3. Prerequisite

- ☐ To have validated the module
- ☐ To have followed the module
- ☒ No prerequisite
- ☐ Other: ...

4. Skills to be gained / general learning objectives

By the end of the two Marketing Principles modules the students should be able to:

1. Define marketing terminology and concepts
2. Identify how the macro and microenvironments impact marketing decisions
3. Explain the main factors influencing consumer purchase decisions and the main methods to collect consumer insights
4. Describe the role each P of the marketing mix (product, price, place and promotion)
5. Apply marketing strategy (segmentation, targeting, differentiation and positioning) to real case situations
6. Create a marketing mix for existing or new products
7. Use AI appropriately to collect secondary market data
8. Distinguish responsible marketing strategies

5. Teaching and content

This course introduces you to the core of what makes businesses thrive: understanding people, creating value, and delivering it in ways that stand out in a crowded market.

Marketing is the driving force behind every successful business. In today's fast-paced, ever-evolving global marketplace, understanding marketing isn't just useful, it's essential. Great marketers don't just react to customer needs; they anticipate them. They shape strategy, drive innovation, and lead organizations toward growth.

Marketing is a core business skill - one that empowers you to create value, influence decisions, and contribute meaningfully in any role.

Autumn Semester

Course unit - Marketing Principles I

History of Marketing – Creating and Capturing Customer Value – Strategic Planning and Growth Strategies - Market Research and Competitive Market Analysis – Macro and Micro Business Environments (PESTEL) - Consumer/Business Markets and Buyer Behaviours and Decisions – Customer-driven Marketing Strategy (Segmentation, Targeting, Positioning and Differentiating) and Value Creation – Creating Competitive Advantage

Spring Semester

Course unit - Marketing Principles II

Products, Services and Brands - Pricing – Marketing Channels, Retailing and Wholesaling – Communications, Advertising and Public Relations – Personal Selling and Sales Management – Digital Marketing – Sustainable and Responsible Marketing – Global Marketing

6. Assessment and validation methods

Each course syllabus is available on the Cyberlearn platform.

Assessment via:

- Semester 1: oral group project (10%) and mid-term examination (40%)
- Semester 2: written & oral group project (10%) and final examination (40%)

☒ 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.

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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

Textbook reference (primary): Kotler, P. & Armstrong, G. & Balasubramanian S. (2023), *Principles of Marketing, 19th Global Edition*, Pearson Education Limited, Essex, England. ISBN-13: 9780137927104

Additional readings of case studies and articles may be assigned during the semester.

10. Faculty

Filename : 3141_ModuleDescr_Marketing_26-27_V2.docx

Faculty responsible for the module:

Christina Bouglass

Module description validated on

2026-08-03

Module description validated by

Astrid Dauverné