Module description

Field of study HES-SO *Business, Management and Services*
Degree course *Master of Science in Business Administration*

1 *Title of module* — *Marketing for SMEs* — *2025-2026*

Code
E.MScBA.390.OE - 3.1.E.25

Type of course *
☐ Bachelor's ☑ Master's ☐ MAS ☐ EMBA ☐ DAS ☐ CAS ☐ other

Level
- ☐ Basic module
- ☐ Further studies module
- ☑ Advanced module
- ☐ Specialised module

Description
☑ In the case of definitive failure in a module defined as compulsory for successfully completing the course profile in question, the student shall be excluded from the degree programme, or from the faculty, if this is provided by the course regulations in accordance with Article 32 of the Regulations relating to first-cycle and second-cycle degrees (Bachelor's and Master's) at the HES-SO

Type of module
- ☑ Main module
- ☐ Module linked to main module
- ☐ Optional or subsidiary module

Time schedule
- ☐ Module over 1 semester
- ☐ Module over 2 semesters
- ☐ Spring semester
- ☑ Autumn semester
- ☐ Autres

2 *Organisation*

ECTS Value
5

Language
- ☑ English
- ☐ English - Russian
- ☐ French - English
- ☐ French - German - English
- ☐ German - English
- ☐ English - Chinese
- ☐ French
- ☐ French - German
- ☐ German

3 *Prerequisites*

- ☐ The following module(s) must have been validated
- ☐ The following module(s) must have been attended
- ☑ none
- ☐ other

Other prerequisites

4 *Skills to be gained / general learning objectives*

Students learn to market a product or service in a well-defined market to the relevant customers with an adapted communication. We will work on their VIA Project in their segmentation, targeting and positioning of a brand. Two main techniques, the personas and customer journey will be tested and optimized in an iterative way. As an outcome the students building a landing page with the gained knowledge. The work is done in small groups. With building a landing page they learn theories, mechanisms and tools of marketing but learn also from big brands during a visit in Berne.

The students understand one book on marketing per group and teach this to the class. Within two visits or major Swiss brands they will learn from them an pitch their group challenge solutions to senior managers of this blue chips.

5 *Teaching and content*

A) Case & Landing page
Each group finds an own case within their VIA project for which they create or optimize a website of a product/service

B) Segmentation, Targeting and Positioning (STP)
The STP concept presentation, Segmentation theories (case studies & lecture), Targeting theories (lecture & presentation)
Positioning theories (lectures)

C) Digital Marketing
Through the landing page, students get to know and understand the technology and tools used in online marketing first hand

D) Personas/Customer Journey
We apply the gained STP knowledge and building a persona for a real case (lecture & group workshop) We connect the gained knowledge in the Digital Marketing with including the important emotions in the decision-making process of the customers.

E) Branding for SME
For many, a brand is just a name and the logo that goes with it, as it used to be when livestock farmers identified their animals. However, it is much more than that because “brand is everything, and everything is brand,” as (Palotta, 2011) explains.

G) On the road
One day the students will learn from bigger brands how they market their products. During this day the groups will present a branding challenge to the managers of the blue chips’ companies.

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6 *Assessment and validation methods*

30% Challenge Pitch (jury grading)
20% Book presentation (self-grading)
50% Landing Page / Concept (professors grading)

7 *Reassessment requirements **

- [x] reassessment possible
- [ ] no reassessment
- [ ] other (please specify below)

7a *Reassessment requirements (if module is repeated) **

- [ ] reassessment possible
- [x] no reassessment
- [ ] other (please specify below)

other reassessment modalities

8 *Remarks*

A module that requires students to be present, as the content is covered during the lessons.

9 *Bibliography*

Determined by the students themselves on the first day in the disciplines: Social Media, Personal Branding, Gamification/Metaverse, AI in Marketing, Neuromarketing

10 *Teaching staff*

Name of head of module *
Cyrille Boinay

Description validated on *
14.08.2025

Description validated by *
Salma Fattoum