

### Descriptif de module

Domaine HES-SO Economie et services

Filière Master of Science en Business Administration

#### 1 Intitulé du module **Marketing** 2021-2022

<p><b>Code</b> E.MScBA.390.TC05.E.21</p> <p><b>Niveau</b>  <input type="checkbox"/> module de base  <input checked="" type="checkbox"/> module d'approfondissement  <input type="checkbox"/> module avancé  <input type="checkbox"/> module spécialisé</p>	<p><b>Type de formation *</b>  <input type="checkbox"/> Bachelor <input checked="" type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> EMBA <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> Autres</p> <p><b>Caractéristique</b>  <input checked="" type="checkbox"/> En cas d'échec définitif à un module défini comme obligatoire pour acquérir le profil de formation correspondant, l'étudiant-e est exclu-e de la filière, voire du domaine si le règlement de filière le précise conformément à l'article 32 du Règlement sur la formation de base (bachelor et master) en HES-SO</p>	<p><b>Type de module</b>  <input checked="" type="checkbox"/> module principal  <input type="checkbox"/> module lié au module principal  <input type="checkbox"/> module facultatif ou complémentaire</p>	<p><b>Organisation temporelle</b>  <input type="checkbox"/> module sur 1 semestre  <input type="checkbox"/> module sur 2 semestres  <input type="checkbox"/> semestre de printemps  <input checked="" type="checkbox"/> semestre d'automne  <input type="checkbox"/> Autres</p>
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#### 2 Organisation

<p><b>Crédits ECTS *</b> 5</p>	<p><b>Langues(s)</b>  <input type="checkbox"/> allemand  <input checked="" type="checkbox"/> anglais  <input type="checkbox"/> anglais - russe  <input type="checkbox"/> français - allemand  <input type="checkbox"/> français - anglais</p>	<p> <input type="checkbox"/> allemand - anglais  <input type="checkbox"/> anglais - chinois  <input type="checkbox"/> français  <input type="checkbox"/> français - allemand - anglais</p>
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#### 3 Prérequis

- avoir validé le(s) module(s)  
 avoir suivi le(s) module(s)  
 Pas de prérequis  
 Autre

**Autres prérequis**

#### 4 Compétences visées / Objectifs généraux d'apprentissage \*

##### Part 1. Neuromarketing Fundamentals

Students will:

- understand the different methodologies of neuromarketing and know where and when to apply them
- learn basic concepts of the brain
- understand how the non-conscious part of the brain is involved in the decisions of customers
- understand the underlying processes of the non-conscious part of the brain
- understand the role and importance of emotions in the decision-making process of consumers
- be able to observe and qualify to which degree advertisements are compatible with the non-conscious part of the brain

##### Part 2. Marketing STP

Students learn to market a product or service in an appropriate market to the relevant customers with an adapted communication. We will work on a real case and help local SMEs in their segmentation, targeting and positioning. Two main techniques, the personas and customer journey will be the base for the specific marketing-mix of the companies.

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### 5 **Contenu et formes d'enseignement \***

#### Part 1. Neuromarketing Fundamentals

##### *Theory*

- What is neuromarketing, and how is it positioned towards traditional marketing?
- Basic notions of the concept of the brain
- Critical review of neuromarketing methodologies and their field of application
- The new paradigm of the decision-making process and its consequences for marketing
- Emotional markers and their role in the decision-making process
- Laws and processes of the non-conscious mind

##### *Practical sessions*

Students will learn to work with the NeurOrchestra™ observation tool

##### *Methodology*

an optimal mix of theory, lecture of scientific articles, use case videos, experiments, and practical exercises.

#### Part 2. Marketing STP

##### *A) Segmentation, Targeting and Positioning (STP)*

- The STP concept (presentation & role play)
- Segmentation theories (case studies & lecture)
- Targeting theories (lecture & presentation)
- Positioning & Marketing Mix theories (lectures & decoy experiment)

##### *B) Personas*

We apply the gained STP knowledge and building a persona for a real case (lecture & group workshop)

##### *C) Customer Journey & Marketing Mix*

Our personas will be sent on a customer journey of our case. We will map the important touchpoints and experiences of the customers. Here we will connect the gained knowledge in the Neuromarketing Modul with including the important emotions in the decision-making process of the customers. All this will be gathered into a Marketing Mix that we propose to the companies (group workshop & presentation).

### 6 **Modalités d'évaluation et de validation \***

#### Part 1 Neuromarketing Fundamentals:

50% of final grade:

- elaborate an individual analysis of an advertisement based on the neuroorchestra methodology (written report) (80%)
- read, analyse discuss a scientific article from a proposed selection (written) (20%)

#### Part 2. Marketing STP

50% of final grade:

- individual exam (50%)
- group presentation of personas and journey map (50%)

In case of *remédiation*, only the failed part (Neuromarketing Fundamentals, Marketing STP) will be evaluated and the other grade is kept.

### 7 **Modalités de remédiation \***

- remédiation possible
- pas de remédiation
- Autres modalités (préciser ci-dessous)

### 7a **Modalités de remédiation (en cas de répétition) \***

- remédiation possible
- pas de remédiation
- Autres modalités (préciser ci-dessous)

#### **Autres modalités de remédiation**

### 8 **Remarques**

### 9 **Bibliographie**

Positioning by Al Ries and Jack Trout, 1980  
Marketing is dead: <https://hbr.org/2012/08/marketing-is-dead#>  
Wired, the long tail: [https://www.wired.com/2004/10/tail/?pg=1&topic=tail&topic\\_set=](https://www.wired.com/2004/10/tail/?pg=1&topic=tail&topic_set=)  
Building personas: <https://cxl.com/blog/creating-customer-personas-using-data-driven-research/>  
For testing personas and customer journey maps: <https://uxpressia.com/>  
Bonus: Extraordinary Popular Delusions and the Madness of Crowds by Charles Mackay, 1841

The complete biography used to build this Neuromarketing Fundamentals class will be distributed at the beginning of the class

### 10 **Enseignants**

#### **Nom du responsable de module \***

Raphaël Gaudart

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**Descriptif validé le \***  
24.08.2021

**Descriptif validé par \***  
Camille Magron