

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2025-2026
--	------------------------------------

FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	Purpose-Led Brands
4. Code	31042
5. Type of education	☒ Bachelor ☐ Master ☐ MAS ☐ ☐ DAS / CAS / single days
6. Number of ECTS Credits	5
7. Prerequisites	☒ Validation of the modules in semesters 1 and 2 ☒ Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students ☐
8. Teaching language	☐ French ☐ German ☒ English ☐ Other :
9. Objectives	What role do brands play in society? How do they influence our choices and identities as consumers? How can they create value and make a positive impact in the world? Students will leave the course with a deep understanding of brands, the process of managing a brand and the impact that brands have in society. They will understand how to build purpose-led brands that positively transform the world and the challenges that this represents. They will use branding and marketing tools to manage a brand, acting as brand managers and using the tools of brand management to build a purpose-led brand. They will also enhance their teamwork, presentation skills and written skills in class through an on-going role-play and individual written assignment. At the end of the course, the students will have the critical thinking to challenge the role of brands in today's world and the toolkit to build and manage purpose-led brands.

	Learning Objectives At the end of the semester, the student will be able to: LO1: Understand and critically assess the role of brands and marketing in today's society. LO2: Articulate a brand purpose and understand its importance in the brand management role. LO3: Build a brand framework using the why – who – what – how model. LO4: Develop a brand strategy that reflects a brand's purpose and values and construct a convincing presentation for class evaluation. LO5: Understand the challenges that brands face, critically assess real-life brands and recommend how to apply more sustainable marketing practices.
10. Contents <i>(General themes and descriptions, the accurate content may change)</i>	Brands are all around us and have a significant impact in our daily lives. In this elective, we will look at the role that brands play in society at large and the power that they have to transform the world if they anchor in a purpose that aims to make a positive impact. This course will cover: • The power of marketing and the role of brands in today's world • Brand Fundamentals (purpose & positioning) • Brand Identity (voice, visual identity, packaging and design) • Ideal Clients (segmentation, targeting & insights) • Brand Strategy (innovation & communication strategies) • Brand Framework (why, who, what, how) • Brand Challenges (greenwashing, purpose-washing, digital, legislation) • Sustainable Marketing (employee & organizational purpose, reframing the 4Ps for sustainability, brainprint vs footprint) Teaching Approach: The course is based on several teaching approaches, such as exercises to apply understanding, critical assessment of real brands, group work, individual assignment, lectures, videos, and articles. It is expected that, for 50% of the time available in each class, students will be working in their teams as brand managers. The students will then present a brand strategy as the group evaluation, before moving on to look at sustainable marketing practices and how brands can apply these. Brand purpose, positioning, management, and sustainable marketing practices will be explored in detail.

11. Evaluation	The grading of the module shall be based on: • Group work in week 10 - 50% (presenting a brand strategy) • Individual written submission in week 14 - 50% (self-selected sustainable marketing assignment)
12. Remediation/repetition	☒ 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. ☐ No remediation
13. Coordinator / main instructor	Christina Bouglass
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	☐ Basic module ☐ Advanced module ☒ Specialized module ☐ Other:
15. Characteristics	☒ 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	☒ Main module ☐ Module linked to main module ☐ Optional module ☐ Other:
17. Time organization	☒ Module over 1 semester ☐ Module over 2 semesters ☒ Spring semester ☐ Fall semester ☐ Other