

## DESCRIPTION OF ELECTIVE COURSE

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| <b>Name of the school :</b><br>Haute école de<br>gestion de Genève | <b>Academic Year:</b><br>2025-2026 |
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| FIRST PART: DESCRIPTION OF MODULE |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| 1. Domain                         | Business and Services                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 2. Department                     | International Business Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 3. Minor name                     | <b>Content Creation</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 4. Code                           | 31046                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 5. Type of education              | <input checked="" type="checkbox"/> Bachelor<br><input type="checkbox"/> Master<br><input type="checkbox"/> MAS<br><input type="checkbox"/> DAS / CAS / single days                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 6. Number of ECTS Credits         | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 7. Prerequisites                  | <input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2<br><input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students<br><input type="checkbox"/> .....                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 8. Teaching language              | <input type="checkbox"/> French<br><input type="checkbox"/> German<br><input checked="" type="checkbox"/> English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 9. Objectives                     | <p>While most marketers understand the theory behind brand strategy and brand identity, they struggle with the practical skills required to turn their vision into a reality. In order to achieve this, they need to master one of two skills. Either understand the language of design and be able to write a creative brief that clearly articulates their vision, or understand how to use a range of specialist graphical design packages to create their vision from scratch</p> <p>As one of the most effective methods of growing audience engagement, developing a brand presence, and driving sales, <b>content marketing</b> has become a major growth method for most businesses. Content marketing allows building trust with a company audience, improving conversions, connecting with its customers, and generating leads. Additionally, nowadays, customers expect high quality, consistent content from their favorite brands.</p> <p>The aim of this module will help you develop the technical and creative skills you need to plan, design and craft a unique brand identity that can be rolled out across a range of media and platforms. You'll learn both how to develop a creative brief as well as how to provide detailed meaningful feedback to designers, so they can edit</p> |

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|                                                                                                   | <p>your design so that it reflects your vision.</p> <p><i>Learning outcomes</i></p> <p>By the end of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Define a content-based marketing strategy.</li> <li>2. Create and evaluate creative briefs suitable for a professional marketing environment.</li> <li>3. Develop a set of professional brand guidelines in response to a professional brief to be implemented across a range of different platforms and media.</li> <li>4. Utilize a range of computer packages to design, produce and edit creative outcomes.</li> <li>5. Develop the strategic and production skills to manage and create impacting content according to the audiences and along their customer journey, in coherence with the brand positioning and its editorial style</li> <li>6. Develop a content road map and editorial plan</li> <li>7. Write a creative brief to pitch to communication agencies</li> <li>8. Create a piece of editorial digital content</li> <li>9. Create visual contents according to the defined content strategy</li> <li>10. Use AI to generate content effectively</li> </ol> |
| <p><b>10. Contents</b><br/>(General themes and descriptions, the accurate content may change)</p> | <ol style="list-style-type: none"> <li>1. Developing the strategic and production skills to manage and create impacting content according to the audiences and along their customer journey, in coherence with the brand positioning and its editorial style</li> <li>2. Developing a content road map and editorial plan</li> <li>3. Writing a creative brief to pitch to communication agencies</li> <li>4. Creating a piece of editorial digital content</li> <li>5. Creating content according to the defined content strategy and brand guidelines</li> <li>6. Recognizing the fundamental elements of design, and applying principles of color, typography and composition to content creation.</li> <li>7. Designing a visual identity for a brand.</li> <li>8. Producing impactful design and digital media.</li> </ol>                                                                                                                                                                                                                                                                                                                                          |
| <p><b>11. Evaluation</b></p>                                                                      | <p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> <li>• Mid-term assessments during weeks 1 to 15 according to the decision of the instructors, that could include, e.g., the creation of a detailed creative brief, and the production of a portfolio of branded documents.</li> </ul> <p>(The methods and weightings are communicated by the instructor before the</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

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|                                                              | evaluations)                                                                                                                                                                                                                                                                                                                       |
| <b>12. Remediation/repetition</b>                            | <input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6.<br>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.<br><input type="checkbox"/> No remediation |
| <b>13. Coordinator / main instructor</b>                     | Nathalie Favre / Pierre-Alain Brandt                                                                                                                                                                                                                                                                                               |
| <b>SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN</b> |                                                                                                                                                                                                                                                                                                                                    |
| <b>14. Level</b>                                             | <input type="checkbox"/> Basic module<br><input type="checkbox"/> Advanced module<br><input checked="" type="checkbox"/> Specialized module<br><input type="checkbox"/> Other: .....                                                                                                                                               |
| <b>15. Characteristics</b>                                   | <input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)                                                                                                                                                             |
| <b>16. Type</b>                                              | <input checked="" type="checkbox"/> Main module<br><input type="checkbox"/> Module linked to main module<br><input type="checkbox"/> Optional module<br><input type="checkbox"/> Other: .....                                                                                                                                      |
| <b>17. Time organization</b>                                 | <input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters<br><input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Fall semester <input type="checkbox"/> Other                                                                                           |