

Strategic Marketing

EXECUTIVE PROGRAMME



A unique executive programme designed for professionals who wish to get ahead with new knowledge of state-of-the-art topics in key areas of marketing

PRESENTATION

In recent years marketing has undergone a rapid transformation towards a more data and fact-based approach. An explosion in social and digital media has revolutionized the way companies interact and build relationship with customers. The Diploma of Advanced Studies (DAS) in Strategic Marketing prepares participants for high level marketing positions by equipping them with solid knowledge about the latest tools and techniques and best industry practices.

TESTIMONIAL

"Marketing strategies and tactics as well as the methods to measure them evolve very fast. It is highly important for me to remain updated on the new tools to maintain a modern thinking approach in my workplace. I have chosen the DAS Strategic Marketing programme based on the variety of offered courses. However, since attending the program, the richest source of knowledge has come from a combination of my peers, their diverse backgrounds and business orientations, as well as the most recent examples provided by the professors. After some modules, I already feel comfortable to implement the concepts that I have learned into my work"

Melanie Vanberghem, Marketing Manager, Firmenich

AUDIENCE

Executives wishing to broaden and deepen their education with new skills and knowledge in marketing, or those who are considering a career change.

LEARNING OUTCOMES

- Gain a solid understanding of quantitative marketing
- Explore digital and online marketing trends and techniques
- Develop relevant analytical skills
- Master techniques in pricing and return on marketing investment to help making better decisions
- Optimize branding decisions and communication tools

PROGRAMME | The candidate can choose between different paths

EXECUTIVE MBA	DIPLOMA	2 CERTIFICATES	Certificate of Advanced Studies CAS
			5 Modules September-June 15 ECTS credits 120 total teaching hours
			Analytical marketing ■ Managing Consumer Insights ■ Return on Marketing Investment ■ Advanced Pricing + 2 Electives*
			Branding and Digital Marketing ■ Brand Management ■ Marketing Communication ■ Marketing 2.0 + 2 Electives*
			*Two classes to be selected from the DAS in Strategic Marketing
			Diploma of Advanced Studies DAS in Strategic Marketing
			10 Modules September-June 30 ECTS credits 240 total teaching hours
			■ Module 1 Marketing Strategy
			■ Module 2 Customer Relationship Management
			■ Module 3 Managing Consumer Insights
			■ Module 4 Brand Management
			■ Module 5 Service Marketing
			■ Module 6 Marketing Communication
			■ Module 7 Return on Marketing Investment
			■ Module 8 Advanced Pricing
			■ Module 9 Managing and Marketing Innovation
			■ Module 10 Marketing 2.0
			EMBA Specialization: Under certain conditions, the DAS in Strategic Marketing can be validated as a specialization of the EMBA: emba.unige.ch

ASSESSMENT

Each module is subject to an assessment, including a combination of: in-class case studies, take-home assignments, or group presentations.

DIPLOMA AWARDED

Students who successfully complete all 10 modules (30 ECTS Credits) will be awarded the Diploma of Advanced Studies (DAS) in Strategic Marketing by the Faculty of Economics and Management of the University of Geneva. The completion of 5 modules will lead to a Certificate of Advanced Studies (CAS), either in Branding and Digital Marketing or Analytical Marketing.

INFORMATION

Admission Requirement

A recognized university degree or equivalent and at least 3 years of professional experience. Proficiency in English is required.

Registration by 30th June

See website: marketing.unige.ch

Programme Cost

- DAS | 10 modules: CHF 12,600.-
- CAS | 5 modules: CHF 6,900.-
- Individual modules : CHF 1,700.-

Course Schedule and Location

- Courses are held either over 2 weekends (Fridays: 2:15pm-9pm and Saturdays: 8:15am-1pm) or over 3 consecutive days (Thursday, Friday, Saturday: 9:15am-5pm)
- University of Geneva | Uni Mail | 40 Bd du Pont-d'Arve-1211 Geneva 4

Directing Committee

- Prof. Marcel Paulssen, GSEM, University of Geneva
- Prof. Thomas Straub, GSEM, University of Geneva

Contact

Diploma of Advanced Studies in Strategic Marketing
T. +41 (0)22 379 88 29 | gsem-exec-marketing@unige.ch

marketing.unige.ch

Welcome to the world of GSEM Executive education!

GSEM Executive is proud to introduce over 40 programmes, the fruit of a close collaboration between the academic and professional spheres. Let's nurture and enhance your management skills together.

Prof. Thomas Straub