Strategic Marketing

BUSINESS
GROWTH
BRANDING
PRODUCT
MARKETING
PRICE
STRATEGY
ADVERTISING
MEDIA
CUSTOMERS
A WORD FROM THE DIRECTOR

Welcome to the Strategic Marketing Diploma at the Geneva School of Economics and Management (GSEM) Executive of the University of Geneva. 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.

This program will build a solid foundation in all relevant areas of marketing to allow participants to take advantage of the opportunities and to master the challenges presented by the rapidly changing marketing environment. It is a unique executive program that meets companies’ growing demand for quantitatively trained marketers, knowledgeable in the latest analytical tools and best practices who can take advantage of the changing world of marketing to build sustainable sources of revenue and profit.

Prof. Dr. Marcel Paulssen
Director of the program
WHY STRATEGIC MARKETING

Marketing today is not simply acting on subjective instincts or opinions, but it is increasingly based on objectively verifiable approaches and methods. The rising amount of available information about markets and prospects, media and channels, customers, customer behavior and customer value offers the opportunity and the need for data and fact based decision-making. As marketers and chief executives are increasingly focusing on measuring return on marketing investment (ROMI), the relevant knowledge is becoming more and more crucial. Marketing is more and more about information, models, facts, and accountability.

The management bible, the Harvard Business Review concedes that “The choices facing managers and the data requiring analysis have multiplied even as the time for analyzing them has shrunk.” Therefore, marketing managers must master the science of quantitative marketing. Forrester Research believes that “quantitative, analytical skills are eclipsing media and creative talent to become the most important elements in the discipline of marketing.”

Quantitative marketing applies a combination of analytical tools, quantitative models and approaches to provide the fundamental knowledge and insights about customers, competitors, and markets. This combination leads to an improvement of marketing performance and optimization of marketing investment. Today, fact-based quantitative marketing is used by an increasing number of companies of all sizes and sectors. Thus, demand for quantitatively trained marketers will continue to grow.
MODULES IN A NUTSHELL

Courses in the Diploma of Advanced Studies in Strategic Marketing cover 10 key marketing topics. Following Harvard Business Review the overall motto across all courses is "Don’t trust your gut!", use marketing research and analytics instead of relying only on your instinct. Thus, the general approach in all courses is to provide participants with necessary frameworks, analytical tools and best industry practices to make better decisions in the respective areas.

1. **Marketing Strategy**
   Exposes participants to the key concepts and tools that are critical to build winning marketing strategies; discusses planning frameworks and tools for strategic marketing such as customer, competitor and company analysis.

2. **Customer Relationship Management**
   Introduces participants to the latest best practices, analytical tools and approaches in modern customer relationship marketing. Topics include satisfaction measurement and tracking, customer loyalty programs, customer value analysis, etc.

3. **Managing Consumer Insights**
   Gives a solid understanding of the marketing research process and provides the knowledge and skills to both determine the scope and direction of research activities conducted, as well as to leverage research findings to make key decisions and support managerial recommendations.

4. **Brand Management**
   Provides participants with relevant and comprehensive theoretical knowledge (mostly rooted in consumer psychology), analytical techniques and tools as well as current best practices to make more informed brand management decisions.
5. **Service Marketing**  
Focuses on the peculiarities of service marketing. Among other topics, this module will introduce service design, managing service encounters, capacity management and customer relationship management in the service industry.

6. **Marketing Communication**  
Provides participants with hands-on knowledge of all steps of the marketing communication process in order to be able to successfully implement a branding strategy. Participants will acquire in-depth knowledge about concepts, tools and best practices of integrated marketing communication used by leading companies to develop, execute and evaluate compelling communication plans.

7. **Return on Marketing Investment**  
Introduces participants to necessary tools and techniques to measure return on marketing investment. Topics include proposing and (re)allocations of marketing budgets, benchmarking of marketing effectiveness, and developing marketing dashboards.

8. **Advanced Pricing**  
Establishes a foundation for effective pricing decisions by teaching key economic, analytical and behavioral concepts associated with costs, customer behavior and competition; presents advanced pricing techniques and practical applications of these approaches within specific industry contexts.

9. **Managing and Marketing Innovation**  
Examines the strategies, processes, tools and techniques used by leading companies for new-product development; identifies typical marketing problems and decisions for different stages of the new product development process from idea generation to market testing.

10. **Marketing 2.0**  
Provides know-how to integrate digital channels into the traditional marketing mix. Participants get familiar with the latest trends in e-marketing and learn to leverage this knowledge for effective marketing decisions/campaigns.
### WHICH PATH TO CHOOSE

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<tr>
<th>INDIVIDUAL MODULES</th>
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<tbody>
<tr>
<td>Professional Experience</td>
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<tr>
<td>Desire to complete knowledge in specific subjects</td>
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<tr>
<td><strong>Can select between 10 different marketing modules</strong></td>
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<th>CERTIFICATE</th>
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<tr>
<td>Professional Experience</td>
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<tr>
<td>Bachelor’s degree or equivalent</td>
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<tr>
<td>Can choose between Analytical Marketing or Branding &amp; Digital Marketing</td>
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<td><strong>5 modules (15 ECTS Credits)</strong></td>
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<th>DIPLOMA</th>
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<tr>
<td>Professional Experience</td>
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<tr>
<td>Bachelor’s degree or equivalent</td>
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<tr>
<td><strong>10 modules (30 ECTS Credits)</strong></td>
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<th>EXECUTIVE MBA</th>
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<tr>
<td>Professional Experience</td>
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<tr>
<td>Bachelor’s degree or equivalent</td>
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<tr>
<td>1st year of the Executive MBA</td>
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<tr>
<td><strong>10 modules of Strategic Marketing + 2 modules from International Management</strong></td>
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<td>Visit <a href="http://emba.unige.ch">emba.unige.ch</a> for more information</td>
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WHICH PATH TO CHOOSE

Individual Module Certificates
Professionals who wish to complete their knowledge only in particular subjects can take individual modules, for each of which an official course certificate will be delivered.

Certificate of Advanced Studies (CAS)
The CAS in Analytical Marketing or the CAS in Branding and Digital Marketing will be awarded by the GSEM of the University of Geneva after successfully completing 5 modules – 3 mandatory and two electives from the DAS in Strategic Marketing (15 ECTS Credits).

Diploma of Advanced Studies (DAS)
The DAS in Strategic Marketing will be awarded by the GSEM of the University of Geneva after successfully completing the 10 modules (30 ECTS Credits).

MBA Major in Strategic Marketing
The DAS in Strategic Marketing can be chosen as the specialization year of the Executive MBA at the University of Geneva. The second year of the Executive MBA requires 12 modules. Students enrolled in the Executive MBA at GSEM Executive can validate the 10 modules from the DAS in Strategic Marketing and can choose 2 modules from the International Management Specialization.

For more information, please visit emba.unige.ch
CAS | Analytical marketing

September to June

Awarded by the Geneva School of Economics and Management of the University of Geneva for a total of 15 ECTS credits.

This CAS is a condensed executive program that quantitatively trains professionals in the marketing field.

It will provide participants with the necessary analytical skills needed in light of the rapid transformation that marketing has undergone towards a more data-and fact-based approach.

PROGRAM

Module 1   Managing Consumer Insights
Module 2   Return on Marketing Investment
Module 3   Advanced Pricing
Module 4   Elective*
Module 5   Elective*

*Two classes to be selected from the DAS in Strategic Marketing:
- Marketing Strategy
- Customer Relationship Management
- Brand Management
- Service Marketing
- Marketing Communication
- Managing and Marketing Innovation
- Marketing 2.o.
CAS | Branding and Digital Marketing

September to June

Awarded by the Geneva School of Economics and Management of the University of Geneva for a total of 15 ECTS credits.

This CAS prepares participants to deal with the shift from traditional media marketing to the internet, wireless devices, and other digital media. Participants will learn how to optimize their marketing mix in order to succeed.

Marketing professionals with expertise in this area are invaluable assets to any organization as emerging technology continues to affect the way marketing is practiced today.

PROGRAM

Module 1 Brand Management
Module 2 Marketing Communication
Module 3 Marketing 2.0
Module 4 Elective*
Module 5 Elective*

*Two classes to be selected from the DAS in Strategic Marketing:
- Marketing Strategy
- Customer Relationship Management
- Managing Consumer Insights
- Service Marketing
- Advanced Pricing
- Return on Marketing Investment
- Managing and Marketing Innovation
DAS | Strategic Marketing

September to June

Awarded by the Geneva School of Economics and Management of the University of Geneva for a total of 30 ECTS credits.

Our program prepares participants for high level marketing positions by equipping them with solid knowledge about the latest tools and techniques and best industry practices in key areas of marketing such as online marketing, branding, pricing and more. Our program is specifically designed for marketing professionals who wish to get ahead with new knowledge of state of the art topics and approaches or for managers who are considering a career change and who would like to work in the marketing field.

PROGRAM

Module 1  Marketing Strategy
Module 2  Customer Relationship
Module 3  Management Managing Consumer
Module 4  Insights 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
Module 10 Innovation Marketing 2.0
TEACHING PHILOSOPHY AND FACULTY

The philosophy of the Diploma of Advanced Studies in Strategic Marketing is based on the two principles of analytic rigor and practical relevance.

Participants will learn and apply a combination of analytical tools, quantitative models and approaches that provide the fundamental knowledge and insights about customers, competitors, and markets and that will help them to make better decisions. Teaching in this program does not follow a “classic lecture style.” In order to ensure an effective learning experience, teaching is interactive and discussions in class are encouraged through case studies and group work. In addition, external practitioners will enrich every course by sharing their expertise and by explaining how tools and concepts learned are applied in managerial practice.

Academic instructors have been selected based on their research AND commercial experience in the courses they teach. Our academics integrate the latest results from their research and bring their extensive commercial experience into the courses. This approach guarantees state-of-the-art and relevant content.

Our practitioners have all completed a PhD at a leading university or business school in the respective fields they teach in the program, but opted for a management career. They now cover high level management positions in industries directly related to the courses they teach.
In my country, Swiss products and services always stand for superior quality. When applying to the Strategic Marketing program at the University of Geneva, I had high expectations which were by far exceeded from the very first modules. Cosmopolitan atmosphere, knowledgeable students with 14 different nationalities, experienced professors, helpful coordinators, relevant case studies and interesting class discussions make this program a lifetime experience. The modules have enabled me to widen my knowledge in the marketing field, enhance my presentation skills and acquire new friends from all over the world. It was a remarkable step in my career path.

Marwa Moustafa
Communication Manager
REM Confectionery, Egypt

Marketing strategies and tactics as well as the methods to measure them evolve very fast, especially with internet communicating so much information at the same time. 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 program 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
TESTIMONIALS

“Through the topics covered, the in-class activities, the interactions with the professors and the networking possibilities, this program is very stimulating. The combination of theoretical lessons with practical case studies, seminars, and workshops allows me to learn quickly. The program presents concepts that I can directly apply into my workplace to assist in decision-making and the development of creative strategies. Attending this program has given me the confidence I need for a change in my career.”

Chiarastella Simone
Production Planning Analyst
Polo Ralph Lauren, Europe
WHO SHOULD ATTEND

- Executives with a minimum of 3 years work experience, wishing to broaden and deepen their education and skills with state-of-the-art topics, tools, techniques and practical approaches or those who are considering a career change and who would like to work in marketing.

- Professionals who wish to complete their knowledge with just a few particular subjects can take individual modules, for each of which an official certificate will be delivered. For students who wish to continue their studies, this program can count towards the Executive MBA at GSEM Executive.

HOW TO APPLY

Admission Criteria

- Strong command of both written and spoken English
- A minimum of 3 years professional experience
- Proficiency in Microsoft Office
- Bachelor’s Degree or equivalent

What to submit?

Applications must include the following documents:

- Application form* completed and signed
- Your updated CV in English
- 2 passport photos (1 hard copy + 1 jpeg)
- A cover letter in English
- Letters of recommendation
- A copy of your ID Card or Passport
- A certified copy of your diplomas (in English, French, German or Italian)

*Available on marketing.unige.ch

Where to submit?

The fully completed and signed registration form has to be submitted by post and by e-mail (marketing@unige.ch) to:

GSEM Executive, University of Geneva – Uni Mail (DAS in Strategic Marketing) 40 boulevard du Pont d’Arve 40 – CH-1211 Geneva 4
PRACTICAL INFORMATION
Each module is based on a compulsory 24-hour class and requires presence in Geneva and cannot be completed as distance learning. A mandatory exam takes place at the end of each module.

How much
- DAS in Strategic Marketing: CHF 12,600* (Includes all 10 modules)
- CAS in Branding and Digital Marketing: CHF 6,900*
- CAS in Analytical Marketing: CHF 6,900*
- Individual modules: CHF 1,700* per module
* Prices are subject to change without prior notice

Where
University of Geneva – Switzerland

When
Courses are held either over two weekends (Fridays: 2:15pm-9pm and Saturdays: 8:15am-1pm) or over three consecutive days (Thursday, Friday, Saturday; 9:15am-5pm)

GET IN CONTACT WITH US
Information sessions
Each year, we organize info sessions for interested candidates. During these info sessions, the program and its upcoming edition are presented by the program management. The exact dates will be announced on marketing.unige.ch

Talk to us
If you have questions or would like to have a phone conversation or a personal meeting to learn more about the DAS in Strategic Marketing and how it can support the achievement your career goals, you are more than welcome to contact us by e-mail or telephone:
- marketing@unige.ch
- Phone: +41-22-3798986
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