

Opasraportti

Kauppatieteiden maisteri (KTM), markkinointi 2015-2016 (2015 - 2016)

Markkinoinnin maisteriohjelman painopisteenä ovat yritysten väliset liiketoimintasuhteet ja niistä muodostuvat verkostot. Markkinointi tieteenä tutkii markkinoiden toimintaa, kuten tuotteiden vaihdantaa, asiakas- ja partnerisuhteita ja markkinoiden toimintaan vaikuttavia tekijöitä. Markkinoinnin opinnoissa voit kehittää asiantuntemustasi markkinoinnin peruskysymyksissä, kuten kampanjasuunnittelussa tai brändäyksessä, mutta myös perehtyä yritysten osto- ja logistisiin toimintoihin ja liiketoiminnan digitalisoitumiseen osana muuttuvaa globaalia markkinaa.

Markkinointikäytännön strategisen luonteen vuoksi markkinoinnin koulutus antaa hyvät valmiudet myös organisaatioiden yleisjohdon tehtäviin. Ohjelman ammatillisena tavoitteena on kouluttaa verkostosuhteiden, erityisesti asiakassuhteiden johtamisen osaajia moderneilla markkinoilla. Markkinointiympäristön muutokset kuten globalisaatio, digitaalitalous, palvelullistuminen ja lisäarvoa tuottavat verkostot yhdistettynä yritysten liiketoimintasuhteisiin ja verkostoihin ovat yksikömmä tutkimuksen ja opetuksen aiheina. Opetus markkinoinnin maisteriohjelmassa pohjautuu korkeatasoiseen tutkimukseen sekä yhteistyöhön paikallisen yrityselämän ja organisaatioiden kanssa.

Ammatillisen osaamisen ohella markkinoinnin maisteriohjelman tavoitteena on antaa riittävät perusvalmiudet alan tieteellisiin jatko-opintoihin sekä tieteellisen tutkimustiedon soveltamiseen organisaatioiden markkinointikäytännössä.

Maisterintutkinnon suoritettuaan opiskelija osaa

- tuottaa uutta markkinoinnin alan tietoa liike-elämän tarpeisiin,
- johtaa markkinoinnin toimintoja työskentelyorganisaatiossaan,
- analysoida liikkeenjohdollisia ilmiöitä ja käytänteitä käyttäen markkinoinnin käsitteitä laaja-alaisesti,
- asettaa itselleen tavoitteita ja osaa työskennellä itseohjautuvasti tavoitteiden saavuttamiseksi,
- viestii selkeästi, kriittisesti ja analyyttisesti käyttäen tutkimuksellista ajattelutapaa.
- Hänellä on valmius jatkuvaan oppimiseen

Opintojen rakennekaavio 2015-2016

[Kauppatieteiden maisterin \(KTM\) tutkinto, markkinointi](#)

Tutkintorakenteet

Markkinoinnin maisteriohjelma (KTM)

Tutkintorakenteen tila: julkaistu

Lukuvuosi: 2015-16

Lukuvuoden alkamispäivämäärä: 01.08.2015

Pääaineen opinnot (vähintään 120 op)

H631304: Markkinoinnin maisteriohjelma, 120 - 130 op

Moduuli 1

- 721433S: Consumer Behavior, 6 op
- 721434S: Selling and Sales Management, 6 op
- 721432S: Managing Customer Relationships, 6 op
- 721414S: Purchasing and Supplier Relationships, 6 op
- 721472S: Digital Marketing, 6 op

Moduuli 2. Valitse näiden lisäksi yksi syventävä opintojakso kansainvälisen liiketoiminnan johtamisen (IBM) opintojaksoista.

- 721462S: Business Networks, 6 op
- 721436S: Brand Management, 6 op
- 721460S: Marketing Theory, 6 op
- 721435S: Quantitative Research and Business Intelligence, 6 op

Moduuli 3. Opintojaksot 721463S Sustainable Marketing Management ja 721065S Internship ovat vaihtoehtoisia.

- 721064S: Methods in Business Research, 6 op
- 721471S: Service Marketing and Management, 6 op
- 721675S: Supply Chain Management, 6 op
- 721463S: Sustainable Marketing Management, 6 op
- 721070S: Globally Responsible Business, 6 op
- 721065S: Internship, 6 op

Moduuli 4

- 721430S: Pro gradu -tutkielma, markkinointi, 30 op

Opintojaksosten kuvaukset

Tutkintorakenteisiin kuuluvien opintokohteiden kuvaukset

H631304: Markkinoinnin maisteriohjelma, 120 - 130 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Kokonaisuus

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Moduuli 1

721433S: Consumer Behavior, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Mari Juntunen

Opintokohteen kielet: englanti

Leikkaavuudet:

721419P Kuluttajakäyttäytyminen 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 ECTS credits/ 160 hours of work.

Opetuskieli:

English

Ajoitus:

Period A. It is recommended to complete the course at the 1st fall semester.

Sisältö:

Upon completion of the course students are able to analytically compare and assess central theories and research on consumer decision making, behavior and consumption. Students are able to identify internal and external aspects that influence consumer behavior, as well as critically evaluate their implications for marketing strategy. Having completed the course students are able to design, execute and evaluate a (small scale) consumer behavior research.

Järjestämistapa:

The course concentrates on providing an advanced understanding of consumer behavior. The central topics are: 1) consumers as individuals (including, e.g. various psychological theories and decision making), 2) social and cultural influences on purchasing and consumption behavior (including, e.g. culture, reference groups, and brand communities) and 3) central research methods in consumer behavior. During the course, students get familiar with scientific publications on consumer behavior and conduct a small scale consumer behavior research.

Toteutustavat:

Face-to-face teaching.

Kohderyhmä:

Lectures, including guided discussions, exercises and group presentations (36 h), individual assignment (50 h) and group work (74h).

Esitietovaatimukset:

Master's level students in marketing.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Learning material AND Solomon, M.R. (2014) Consumer Behavior. Buying, Having, and Being.

[Check the availability of course material from this link.](#)

Suoritustavat ja arviointikriteerit:

Group work 40 % and individual assignment 60 % of the final grade. The assessment of the course unit is based on the learning outcomes of the course unit.

Arviointiasteikko:

The course unit utilizes a numerical grading scale 1-5. In the numerical scale zero stands for fail.

Vastuhenkilö:

Dr. Mari Juntunen

Työelämäyhteistyö:

No.

Lisätiedot:

The number of students is limited.

721434S: Selling and Sales Management, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Mari Juntunen

Opintokohteen kielet: englanti

Leikkaavuudet:

721415A Industrial Sales Management 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits / 160 hours of work

Opetuskieli:

English.

Ajoitus:

Period A. It is recommended to complete the course at the 1st autumn semester

Osaamistavoitteet:

Upon completion this course, students are able to raise the appreciation of topic of sales as a profession and academic field. Students are able to formulate a coherent view on central concepts of sales management/leadership and personal selling. Students are able to prepare to recruit, motivate, evaluate and supervise the sales force. In addition, students are able to plan sales, explain the dynamics of actual sales work and analytically evaluate and solve sales-related issues. Students are also able to design, execute and evaluate a small scale research on selling and/or sales management/leadership.

Sisältö:

Managing and leading sales force, planning for sales, selling in different contexts (e.g. B2B, B2C), types of selling, selling process, pricing in selling, the role of technology in sales, and central research methods in selling and sales management.

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

Lectures and guided exercises (36 h), group assignment (50 h), reading the course material and literature and conducting an individual assignment (74 h)

Kohderyhmä:

Master's level students in marketing.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Article collection AND Hair et al. (2010) Sales Management. Building Customer Relationships and Partnerships AND Jobber & Lancaster (2012) Selling and Sales Management. Selected sections of the books to be announced at the beginning of the course.

Suoritustavat ja arviointikriteerit:

Group assignment 30% and individual assignment 70 % of the final grade. The assessment of the course unit is based on the learning outcomes of the course unit.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Dr. Mari Juntunen

Työelämäyhteistyö:

No.

Lisätiedot:

The number of students is limited.

721432S: Managing Customer Relationships, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Hanna Komulainen

Opintokohteen kielet: englanti

Leikkaavuudet:

721413A Yrityksen liikesuhteiden hallinta 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 ECTS credits / 160 hours of work

Opetuskieli:

English

Ajoitus:

Period B

Osaamistavoitteet:

Upon completion of the course, students are able to identify networks as a context of managing customer relationships and they can explain how relationships develop and how value is created together with customers. The student is able to define and assess different theoretical approaches to customer relationship management, e.g. relationship portfolios, key account management and customer knowledge management. In addition, the student is able to explain and identify the role of internal integration and knowledge sharing in managing customer relationships, global aspects of customer relationship management and how CRM is used as software in business practice. Having completed the course, the student is able to analyze customer relationships from different viewpoints and create strategies to solve different types of business situations.

Sisältö:

Lectures and related material include the following themes: 1) Networks as a context in managing customer relationships, 2) Customer portfolios and key account management, 3) Value creation in customer relationships, 4) Customer knowledge management, 5) The role of internal integration and knowledge sharing in managing customers (i.e. organizing between sales, marketing, customer service and R&D), 6) Global aspects of customer relationship management, 7) CRM as software, 8) Development of business relationships.

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

Lectures 36 h, including group work (mini cases) 12 h, and self-study 124 h (including an article analysis, learning diary and independent reading of the article collection and related material for the exam).

Kohderyhmä:

Master's level students in marketing.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Article collection and lecture material

Suoritustavat ja arviointikriteerit:

Final exam and obligatory exercises (at least one case exercise, article analysis and learning diary). The assessment of the course unit is based on the learning outcomes of the course unit.

Arviointiasteikko:

The course unit utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Dr. Hanna Komulainen

Työelämäyhteistyö:

No

Lisätiedot:

The number of students is limited.

721414S: Purchasing and Supplier Relationships, 6 op

Voimassaolo: 01.08.2006 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Pauliina Ulkuniemi

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 ECTS credits / 160 hours of work.

Opetuskieli:

English.

Ajoitus:

Period B

Osaamistavoitteet:

After passing the course, students are able to describe the strategic importance of purchasing as a function in companies and can analyze business relationships from the buyer's point of view. They are able to find relevant information to work in assignments involving co-operation with suppliers as they know the main purchasing tasks and responsibilities.

Sisältö:

The course introduces students with the importance of industrial purchasing in current business contexts. Different types of contexts where industrial purchasing takes place are considered, e.g. outsourcing in technology industries, global purchasing, buying business services and public procurement. Topics also include purchasing processes, supplier relationships, understanding supply markets, supplier evaluations and interrelatedness of industrial marketing and purchasing.

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

36 h lectures, case exercises (40 h), and independent reading of the textbook and other material named by the Lecturer and exam (84 h).

Kohderyhmä:

Master's level students in marketing.

Yhteydet muihin opintoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Gadde, L-E, Håkansson, H. & G. Persson (2010) Supply Network Strategies, 2nd ed., AND other material appointed by the responsible teacher.

[Check the availability of course material from this link.](#)

Suoritustavat ja arviointikriteerit:

Case exercise (60%) and exam (40%).

Arviointiasteikko:

The course unit utilizes a numerical grading scale 1–5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Prof. Pauliina Ulkuniemi

Työelämäyhteistyö:

No.

Lisätiedot:

The number of students is limited.

721472S: Digital Marketing, 6 op

Voimassaolo: 01.08.2011 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Jari Juga

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 ECTS credits / 160 hours of work

Opetuskieli:

English.

Ajoitus:

Period B

Osaamistavoitteet:

After completing the course, the students will have a basic understanding of currently important areas of digital marketing. In addition, they will get familiarized with a chosen sub-field of digital marketing, and learn to run a digital marketing campaign in practice.

Sisältö:

Digital marketing is the fastest growing field of marketing. This course will help students understand digital marketing in theory and learn some practical skills. In addition, students will have the opportunity to go deeper into their chosen sub-field of digital marketing. As a whole, the course will prepare students to apply digital marketing in real contexts.

The following topics will be covered: introduction to digital marketing, search-engine marketing (SEM), social media marketing, Web analytics, management of digital marketing channels, and strategic use of digital marketing. In addition, guest lecturers will introduce a topic on their own field of expertise.

Toteutustavat:

Course participation consists of three requirements: 1) obligatory participation in lectures and guest lectures, 2) active participation in the group assignment, and 3) individual essay.

The **group assignment** is carried out with max. 5 team members. It includes planning, creating, running and reporting a Facebook advertising campaign for a case company. The teams will be briefed on class, but will work independently throughout the course. The **individual essay** requires choosing a sub-field of digital marketing, reading the provided articles relating to it, and writing a reflective essay on the topic.

The course will be carried out in an intensive time schedule, and each participant is expected to invest a considerable amount of time and effort in the course.

Kohderyhmä:

Master's level students in marketing.

Oppimateriaali:

Digital Marketing (Chaffey, 2012), lecture slides, Facebook Blueprint learning material, and article package from the lecturer.

Suoritustavat ja arviointikriteerit:

The group assignment will make 40% of the final grade, and the individual essay will make 60% of the final grade. Lack of meeting the course requirements will lead to rejection.

Arviointiasteikko:

The course unit utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuuhenkilö:

Dr. Joni Salminen and Doctoral Student Tero Huhtala.

Työelämäyhteistyö:

No

Lisätiedot:

The number of students is limited.

Moduuli 2. Valitse näiden lisäksi yksi syventävä opintojakso kansainvälisen liiketoiminnan johtamisen (IBM) opintojaksoista.

721462S: Business Networks, 6 op

Opiskelumoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Satu Nätti

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 ECTS credits / 160 hours of work

Opetuskieli:

English.

Ajoitus:

Period C

Osaamistavoitteet:

Upon completion of the course, students have deepened their theoretical understanding of business networks. They are able to explain, why the different kinds of networks are important in global business life and how they are able to coordinate them considering strategic goals of the company. They can critically apply different network discourse conceptions to their global business environment. They are able to analyze the underlying logic of different types of strategic nets, learning, and knowledge transfer within the global network likewise sources of conflict and conflict resolution strategies. After passing this course, students are capable to evaluate and argue the relevance and usefulness of such theories in their Master's Thesis when needed.

Sisältö:

Lectures and related material include the following themes: 1) Principles of network thinking and basic concepts; 2) Networks and strategic thinking; 3) Different kind of strategic nets, their management mechanisms and capabilities needed (from subcontractor networks to development and innovation networks); 4) Learning and knowledge in the network context and 5) Sources of conflict in networks and conflict resolution.

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

Students need to attend the pre-exam (40 h) to enter the course. 36 hours lectures and related article analysis and mini cases, group work and related presentation (30 h), independent reading of the textbooks and related material for the exam (54 h).

Kohderyhmä:

Master's level students in marketing.

Esitietovaatimukset:

A pre-exam needs to be passed (book Håkansson, H. & Snehota, I eds: Developing Relationships in Business Networks, 1995). Detailed information on the pre-exam will be provided on Noppa.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

The pre-exam: Developing Relationships in Business Networks (1995) Håkansson, H. & Snehota, I (eds.) (sections given by the lecturer before the course). The final exam: Lecture material AND Parolini, C. (1999) The Value Net – A Tool for Competitive Advantage.

[Check the availability of course material from this link.](#)

Suoritustavat ja arviointikriteerit:

Assessment will be at three stages. Pre-examination will determine 20% of the grade. The group work conducted during the course will determine 30% and the final exam 50%. The assessment is based on the learning outcomes of the course unit.

Arviointiasteikko:

The course unit utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Dr. Satu Nätti

Työelämäyhteistyö:

No

Lisätiedot:

The number of students is limited.

721436S: Brand Management, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Saila Saraniemi

Opintokohteen kielet: englanti

Leikkaavuudet:

721427A Brändijohtaminen 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits / 160 hours of work

Opetuskieli:

English

Ajoitus:

Period C. It is recommended to complete the course at the 1st Spring semester.

Osaamistavoitteet:

Upon completion of this intensive course the student is able to systematically analyze and develop brands and brand communication and compare different brand strategies. The student is able to assess the brand value from the perspectives of the firm, customers, and different stakeholders. The student is able to discuss with arguments the brand phenomenon and related concepts (image, identity, reputation). In addition, the students are able to analyze different phases and factors of the branding process and to formulate different research possibilities within the brand phenomenon. Accordingly the students are able to make brand related decisions and apply brand perspective as a strategic asset of businesses.

Sisältö:

The brand phenomenon wide ranging and from contemporary perspectives. The lectures include the following themes: the origin of brand phenomenon and the development of brand research, branding strategies, brand communication, brand value and brand equity, network perspective in branding, rebranding and brand as judicial issue. In addition, different branding contexts are examined, e.g. SME branding, services branding, place branding and digital branding.

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

Preparation for and passing a pre-exam based on three articles (will be announced in Nov at Noppa) (40 h), introductory and visiting lectures (16 h), reading the assigned articles and group work (40 h), group presentation and guided discussions, attending and evaluating the group presentations (24 h), learning diary (40 h).

Kohderyhmä:

Master's level students in marketing.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Articles determined for the pre-exam (arranged as home-exam) AND an article collection announced at the beginning of the course.

Suoritustavat ja arviointikriteerit:

Assessment will be at three stages: pre-examination (20 %), group work and its presentation during the course (40 %) and a learning diary (40 %). The assessment is based on the learning outcomes of the course unit.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Dr. Salla Saraniemi

Työelämäyhteistyö:

No.

Lisätiedot:

The number of students is limited.

721460S: Marketing Theory, 6 op

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Mari Juntunen

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits / 160 hours of work

Opetuskieli:

English.

Ajoitus:

Kevätlukukausi/ periodi D.

Osaamistavoitteet:

Upon completion of the course, students can compare different schools of marketing thought, classify studies into the schools, and explain the consequences of such fragmentation to marketing scholars. Students can choose a theoretical starting point and argue for the choices in their research.

Sisältö:

During the course e.g. the following issues will be dealt with: ways of classifying schools of marketing thought, a closer look at one classification, implications of the variety schools of thought, a closer look at origins of a few schools, how to make a theoretical contribution and to assess the research outlets and aims.

Järjestämistapa:

Face-to-face teaching, part of the teamwork can include e-learning.

Toteutustavat:

36 hours lectures & teamwork (30 h), home exam & independent reading of the textbooks (94 h).

Kohderyhmä:

Master's level students in marketing.

Esitietovaatimukset:

Students need to have completed the autumn module 'Discovering Marketing Fundamentals' to complete the course.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Baker, M.J. (2000) Marketing Theory; a student text OR Baker M.J. & Saren, M. (2010) Marketing Theory (or newer) AND The SAGE Handbook of Marketing Theory, Ed. by Maclaran, P., Stern, B., Saren, M. & Tadjewski, M. (2009 or newer). See further instructions from detailed course description on Noppa.

[Check the availability of course material from this link.](#)

Suoritustavat ja arviointikriteerit:

Home exam in pairs (50 %), self-assessment (25 %), teamwork (25 %). See further instructions from detailed course description on Noppa.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Dr. Mari Juntunen

Työelämäyhteistyö:

No.

Lisätiedot:

The number of students is limited.

721435S: Quantitative Research and Business Intelligence, 6 op

Voimassaolo: 01.08.2014 -

Opiskeluoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Jouni Juntunen

Opintokohteen kielet: englanti

Leikkaavuudet:

721063A Tutkimusmenetelmät 8.0 op

721417A Markkinointitutkimus ja informaatiojärjestelmät 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 ECTS credits / 160 hours of work

Opetuskieli:

English

Ajoitus:

Period D

Osaamistavoitteet:

Upon completion of the course, students can analyze marketing and business environments, and collect and utilize especially quantitative data to help management and develop decision making. In addition, they are able to create reports to communicate with management, customers and other stakeholders regarding the analyzed data. They are also able to evaluate the usability, validity, reliability and generalizability of the data and reports. After completing this course, students can use the basic market analysis tools in data gathering and analysis.

Sisältö:

Lectures and related material include the following themes: 1) Background for market analysis and business intelligence, 2) Tools of analyses are introduced (e.g. Excel, SPSS, Webropol) and finally, 3) Issues related to reporting market analysis and business intelligence.

Järjestämistapa:

Face to face teaching.

Toteutustavat:

There will be 36 hours lectures and computer exercises. In addition, writing of learning diaries 72 hours and independent reading of the articles and other related material with the group work of 52 hours.

Kohderyhmä:

Master's level students in marketing.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Course book will be announced later in Noppa. Article collection, and other material as well as possible compendium can be downloaded from Optima.

Suoritustavat ja arviointikriteerit:

Group exercise with groups' internal evaluation concerning each members' contribution to coursework. The assessment is based on the learning outcomes of the course unit.

Arviointiasteikko:

The course unit utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Dr. Jouni Juntunen

Työelämäyhteistyö:

No

Moduuli 3. Opintojaksot 721463S Sustainable Marketing Management ja 721065S Internship ovat vaihtoehtoisia.

721064S: Methods in Business Research, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Juha Tuunainen

Opintokohteen kielet: englanti

Leikkaavuudet:

721063A Tutkimusmenetelmät 8.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits / 160 hours of work

Opetuskieli:

English

Ajoitus:

Period A. It is recommended to complete the course at the 2nd autumn semester of the Master's program.

Osaamistavoitteet:

Upon completion of the course, students are able to plan and conduct independent scientific research for solving marketing, organizational and business problems. They have knowledge to apply methodological concepts and appropriate qualitative research methods to produce new knowledge. They can explain research phenomenon in marketing, organizational and business context critically. The course mostly leans on the qualitative research. However, the students will be aware and be able to assess both qualitative and quantitative methods as well as ethical aspects in undertaking and writing up marketing, organizational and business research.

Sisältö:

Face-to-face teaching and group work will include the following themes: 1) Research and writing as a process, 2) Ethics in marketing, organizational and business research, 3) Research approaches, 4) Research planning and research design, 5) Literature review, 6) Modes of data generation, 7) Data analysis techniques and tools, 8) Conclusion drawing, 9) Research evaluation.

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

36 h lectures and group exercises, group work (55 h), self-study (69 h) including preparing for lectures and group exercises.

Kohderyhmä:

Students of the Master's program in Marketing and International Business Management

Esitietovaatimukset:

Basic and intermediate studies in Marketing or in International Business Management should have been completed.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

The course book, article collection and other material appointed by the lecturer in the course of the execution.

Suoritustavat ja arviointikriteerit:

Group work and group exercises. The assessment of the course is based on the learning outcomes of the course.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Associate Professor Juha Tuunainen.

Työelämäyhteistyö:

No

Lisätiedot:

The number of students is limited.

721471S: Service Marketing and Management, 6 op

Voimassaolo: 01.08.2011 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Pekkarinen, Saara Marketta

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 ECTS credits / 160 hours of work.

Opetuskieli:

English.

Ajoitus:

Period A. It is recommended to complete the course at the 2nd autumn semester.

Osaamistavoitteet:

Upon completion of this course, students are able to analyze distinctive and new perspectives of marketing and management needed in service economies. In addition, students are able to compare and assess different service marketing theories and to apply them in the development of business models and in strategic marketing. After passing the course, students can evaluate and argue for the relevance and usefulness of the theories in their Master's Thesis.

Sisältö:

Themes covered; service logic for marketing and management; the Nordic School approach, Service-Dominant logic, service science and (eco)systems. These approaches offer an in-depth outlook on service marketing and management including e.g. subthemes of service design & innovation, and business models. The course applies both B2B and B2C perspectives through emphasizing interdisciplinary focus to current service marketing and management within business networks and ecosystems.

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

Lectures, visitors' company cases, and group presentations/commenting (40 h); group working (40 h); individual reading the material & writing article analysis and learning diary (80 h).

Kohderyhmä:

Master's level students in marketing.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Lusch, R. F. & Vargo, S. L. (2014) Service-Dominant Logic: Premises, Perspectives, Possibilities AND Grönroos, C. (2007) Service Management and Marketing. Customer Management in Service Competition AND article collection (at Optima) AND all lecture material

[Check the availability of course material from this link.](#)

Suoritustavat ja arviointikriteerit:

The assessment of active participation and discussion during the course (including 75% required presence and group work with presentation/commenting) will determine 50% of the grade. The assessment of individual article analyses and learning diaries forms 50% of the grade. The assessment is based on the learning outcomes of the course unit.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Dr. Saara Pekkarinen

Työelämäyhteistyö:

No.

Lisätiedot:

The number of students is limited.

721675S: Supply Chain Management, 6 op

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Jari Juga

Opintokohteen kielet: englanti

Laajuus:

6 credits / 160 hours of work.

Opetuskieli:

English.

Ajoitus:

Period B.

Osaamistavoitteet:

The student can analyze and assess strategic logistics issues from an integrated supply chain standpoint. The student is able to critically evaluate and interpret supply chain phenomena using analytical models and concepts.

Sisältö:

Definition and underlying theoretical models of supply chain management, as well as contemporary phenomena and supply chain improvement initiatives. Logistics as a value driver in supply chains, collaborative practices (ECR, CPFR, SCOR) with special emphasis of supply chain dynamics and enabling supply chain technologies and standards.

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

Lectures (36 h), independent study of textbook and course material (80 h), group assignments (44 h).

Kohderyhmä:

Master's level students in marketing.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Simchi-Levi, D., Kaminsky, P. & Simchi-Levi E. (2008), Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, McGraw-Hill (selected parts) AND Harrison A. & v.Hoek R. (2011), Logistics Management and Strategy, Prentice-Hall (selected parts) AND lecture material.

[Check the availability of course material from this link.](#)

Suoritustavat ja arviointikriteerit:

Exam (1-5), group assignments (accept/reject).

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Prof. Jari Juga

Työelämäyhteistyö:

No

Lisätiedot:

The number of students is limited.

721463S: Sustainable Marketing Management, 6 op

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Jouni Juntunen

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits / 160 hours of work

Opetuskieli:

English.

Ajoitus:

Period B

Osaamistavoitteet:

Upon successful completion of the course, students will be able to explain the relation between the marketing discipline and the sustainability concept, distinguish between the different aspects of sustainable marketing in a global business setting, apply relevant theories and models of sustainable marketing to a real-life company case, and critically assess sustainable marketing strategies and activities and their value to business firms.

Sisältö:

The course introduces the concept of sustainable marketing and connects it with the wider framework of the marketing discipline. Taking a global perspective, the course discusses the core environmental, social, and economic aspects of sustainability and their implications on the firms' partnerships and other relationships. The relevant theories and models of sustainable marketing will be explored, and sustainable marketing strategies and activities will be discussed in the context of a real-life company case.

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

Lectures (36 h), group work (44 h), individual article analyses (40 h), self-study (40 h).

Kohderyhmä:

Master's level students in marketing.

Yhteydet muihin opintoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

F-M Belz and K Peattie, (2012) Sustainability Marketing: A Global Perspective AND articles assigned by the lecturer. See further instruction from detailed course description on Noppa.

[Check the availability of course material from this link.](#)

Suoritustavat ja arviointikriteerit:

Critical written coursework conducted in small groups, applying the theories in the analysis of a selected case-company and assignments on the lectures. See further instructions from detailed course description on the Noppa Study Portal.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Dr. Jouni Juntunen

Työelämäyhteistyö:

No.

Lisätiedot:

The number of students is limited.

721070S: Globally Responsible Business, 6 op**Voimassaolo:** 01.08.2014 -**Opiskelumuoto:** Syventävät opinnot**Laji:** Opintojakso**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu**Arvostelu:** 1 - 5, hyv, hyl**Opettajat:** Anne Keränen**Opintokohteen kielet:** englanti**Leikkaavuudet:**

ay721070S Globally Responsible Business (AVOIN YO) 6.0 op

Voidaan suorittaa useasti: Kyllä**Laajuus:**

6 credits / 160 hours of work

Opetuskieli:

English

Ajoitus:Period C. It is recommended to complete the course during the Master's programme's 1st spring semester.**Osaamistavoitteet:**

Upon completion of the course, students are able to demonstrate detailed knowledge of responsible behaviors in global and local business from the viewpoint of their major discipline. The students are able to work in multidisciplinary groups and create a collective approach for uniting economic with socially and environmentally responsible bottom lines within a global business context.

Sisältö:

The course deals with the diversity of contemporary business issues related to sustainability and responsibility when operating in the global marketplace. Based on the triple-bottom-line concept students are introduced to theoretical and practical perspectives from the disciplines of accounting, economics, finance, management/international business and marketing. Students learn to detect, analyze, and create different approaches of how to globally and locally achieve social and environmental goals in addition to economic objectives of a business.

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

Lectures (36 h), Group-work (80 h), Individual report (4 h), Independent studies (40 h).

Kohderyhmä:

Students from all OBS Master's programmes.

Esitietovaatimukset:

30 ect's (5 Master level courses).

Yhteydet muihin opintoihin:

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Oppimateriaali:

Chandler, D. & Werther, W.B.Jr. (2014): Strategic Corporate Social Responsibility. Stakeholders, Globalization, and Sustainable Value Creation. Third Edition. Sage Publications. Articles and materials provided by the course instructors.

[Check the availability of course material from this link.](#)

Suoritustavat ja arviointikriteerit:

Written report composed by a study group.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Jan Hermes and Prof. Pauliina Ulkuniemi.

Työelämäyhteistyö:

no

Lisätiedot:

The course is available and obligatory for OBS Master level students.

721065S: Internship, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Työharjoittelu

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: englanti

Ei opintojaksokuvauksia.

*Moduuli 4***721430S: Pro gradu -tutkielma, markkinointi, 30 op**

Opiskelumuoto: Syventävät opinnot

Laji: Lopputyö

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi, englanti

Laajuus:

30 ECTS/ 800 hours of work

Opetuskieli:

English. Master's thesis can be written in Finnish or in English.

Ajoitus:

Periods A-D on the 2nd year of master's studies.

Osaamistavoitteet:

Students can choose and apply appropriate research methods to produce new knowledge and to apply that knowledge to typical business decision-making problems. Students are able to conduct scientific research and make reasonable recommendations for solving business and economic problems.

Students demonstrate deep and coherent understanding of an academic field of study within their own major. Students are able to demonstrate knowledge of the theories, concepts, frameworks and empirical findings of their discipline. Students understand the connections between various theories in the chosen discipline.

Students will demonstrate deep understanding of their own profession, and are able to use, process and analyze economic and/or business information. Students understand various business processes and operations, and causal connections between them.

Students are able to express their ideas effectively and analytically, both in oral and written form.

Sisältö:

During the master's thesis work students participate in seminar sessions in which they present and report the status and advancement of their work. In the seminars they receive guidance and feedback on how to proceed in and complete their research report.

Järjestämistapa:

Face-to-face teaching in seminar sessions

Toteutustavat:

Seminar sessions. Students prepare and present three reports during the course: 1) Topic analysis report, 2) Intermediate report and 3) Manuscript. The works starts with a kick-off session and the progress and timing of the sessions is agreed on in the kick-off session.

Kohderyhmä:

Students of the Master's program in Accounting, Finance, Economics, International Business Management or Marketing.

Esitietovaatimukset:

723020A Bachelor's Thesis

Oppimateriaali:

Scientific articles and other theoretical and empirical materials collected by the students for their individual study.

Suoritustavat ja arviointikriteerit:

Examination through written research report and performance in execution of the research process.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for fail.

Vastuhenkilö:

Professors

Työelämäyhteistyö:

no

Lisätiedot:

Open only to students of the Master's programs in Accounting, Business Administration, Finance, Economics, International Business Management or Marketing.