

# Opasraportti

## Master of Science, Marketing (2016-2017) (2016 - 2017)

**Marketing** as research at the AACSB -accredited Oulu Business School studies markets, including exchange of value, long-term customer and partner relationships, and factors influencing the functioning of markets. Marketing education develops your expertise in the fundamentals of marketing, such as campaign design or branding. Moreover, you can familiarize yourself in organizational buying behavior, logistics and digitalization of business within changing global markets.

Marketing practice has a strategic nature and hence marketing education gives you capabilities to succeed in strategic management also at international level. Our professional focus lies in customer and network relationship management, but marketing education in the Oulu Business School equips you also with abilities to enter into doctoral education and to apply scientific knowledge in the practice of marketing at any organization.

The changes in the marketing environment such as globalization, digital economy, servitization, and value creating networks combined with business relationships and networks comprise our department's focus areas in research as well as in teaching. The education we provide is based on high quality research and active co-operation with local enterprises and organizations.

Learning Outcomes in the Degree:

After attaining the Master's Degree the student is able to produce novel marketing knowledge for the needs of businesses and organizations, manage marketing operations in one's working organization, analyze managerial issues and practices by applying marketing concepts, to set goals and work to obtain those goals, and to communicate explicitly, critically and analytically using a conceptual mindset. The student is willing to continue her/his learning also in the future.

### Course Structure Diagram in 2016-2017

[MSc \(Econ. & Bus. Adm.\) in Marketing](#)

## Tutkintorakenteet

### Master's Programme in Marketing (M.Sc.)

Tutkintorakenteen tila: published

Lukuvuosi: 2016-17

Lukuvuoden alkamispäivämäärä: 01.08.2016

### Major studies (vähintään 120 op)

H631304: Masters programme in Marketing, 120 - 130 op

#### *Module 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

*Module 2*

721462S: Business Networks, 6 op  
 721436S: Brand Management, 6 op  
 721460S: Marketing Theory, 6 op  
 721435S: Market Analysis and Business Intelligence, 6 op

*Module 3. Courses 721463S Sustainable Marketing Management ja 721065S Internship are alternative (choose one).*

721064S: Qualitative 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

*Module 4*

721430S: Master's Thesis, Marketing, 30 op

## Opintojaksojen kuvaukset

### Tutkintorakenteisiin kuuluvien opintokohteiden kuvaukset

#### H631304: Masters programme in Marketing, 120 - 130 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Study module

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

Ei opintojaksokuvauksia.

*Module 1*

**721433S: Consumer Behavior, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Mari Juntunen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721419P Consumer Behavior 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits/ 160 hours of work.

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

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

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

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

**Recommended or required reading:**

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

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

**Assessment methods and criteria:**

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.

**Grading:**

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

**Person responsible:**

Dr. Mari Juntunen

**Working life cooperation:**

No.

**Other information:**

The number of students is limited.

**721434S: Selling and Sales Management, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Mari Juntunen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721415A Industrial Sales Management 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English.

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

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

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

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

**Recommended or required reading:**

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.

**Assessment methods and criteria:**

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.

**Grading:**

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

**Person responsible:**

Dr. Mari Juntunen

**Working life cooperation:**

No.

**Other information:**

The number of students is limited.

**721432S: Managing Customer Relationships, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Hanna Komulainen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721413A Managing Business Relationship 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period B

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

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).

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

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

**Recommended or required reading:**

Article collection and lecture material

**Assessment methods and criteria:**

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.

**Grading:**

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

**Person responsible:**

Dr. Hanna Komulainen

**Working life cooperation:**

No

**Other information:**

The number of students is limited.

**721414S: Purchasing and Supplier Relationships, 6 op**

**Voimassaolo:** 01.08.2006 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Pauliina Ulkuniemi

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**Required proficiency level:**

6 ECTS credits / 160 hours of work.

**ECTS Credits:**

6 ECTS credits / 160 hours of work.

**Language of instruction:**

English.

**Timing:**

Period B

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

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

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

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

**Recommended or required reading:**

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.](#)

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Prof. Pauliina Ulkuniemi

**Working life cooperation:**

No.

**Other information:**

The number of students is limited.

**721472S: Digital Marketing, 6 op**

**Voimassaolo:** 01.08.2011 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Jari Juga

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits / 160 hours of work

**Language of instruction:**

English.

**Timing:**

Period B

**Learning outcomes:**

After completing the course, the student is able to:

1. Understand the core concepts related to digital marketing.
2. Assess the characteristics of digital media in comparison to traditional media
3. Plan digital marketing at strategic and tactical levels.
4. Analyze digital marketing performance against the business objectives.

**Contents:**

This course provides a holistic understanding of how digital marketing strategies are managed and planned in the organizations. The course addresses the strategy formulation of digital marketing and its implementation via a variety of tactics. A particular emphasis is on the use of digital analytics for measuring and optimizing digital marketing performance. During the course, students will craft a digital marketing development plan for a company of their choice.

**Course content:**

- Transformation in customer behavior and marketing practices due to digitization
- Digital marketing objectives and strategic movements
- Digital marketing tactics
- Digital analytics
- Strategic planning and management of digital marketing

**Target group:**

Master's level students in marketing.

**Recommended or required reading:**

Course book: Chaffey, D. & Ellis-Chadwick, F. (2016). *Digital Marketing: Strategy, Implementation and Practice*. (6<sup>th</sup> ed. or earlier). Harlow:Pearson.

**OR alternatively** Chaffey, D. & Smith, PR. (2013). *Emarketing Excellence: Planning and Optimizing Your Digital marketing*. (4<sup>th</sup> ed. or earlier). Abingdon:Routledge.

Other material (articles, cases etc.) assigned by the lecturer

**Assessment methods and criteria:**

Assignments (30%), Group work (70%)

**Grading:**

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

**Person responsible:**

Doctoral Candidate Joel Järvinen and Doctoral Student Tero Huhtala.

**Working life cooperation:**

No

**Other information:**

The number of students is limited.

*Module 2*

**721462S: Business Networks, 6 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Satu Nätti

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits / 160 hours of work

**Language of instruction:**

English.

**Timing:**

Period C

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

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).

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

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.

**Recommended optional programme components:**



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

**Recommended or required reading:**

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.](#)

**Assessment methods and criteria:**

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.

**Grading:**

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

**Person responsible:**

Dr. Satu Nätti

**Working life cooperation:**

No

**Other information:**

The number of students is limited.

**721436S: Brand Management, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Saila Saraniemi

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721427A Brand Management 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

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).

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

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

**Recommended or required reading:**

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

**Assessment methods and criteria:**

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.

**Grading:**

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

**Person responsible:**

Dr. Salla Saraniemi

**Working life cooperation:**

No.

**Other information:**

The number of students is limited.

**721460S: Marketing Theory, 6 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Mari Juntunen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English.

**Timing:**

Period D. It is recommended to complete the course at the 1<sup>st</sup> spring semester, before the Master's Thesis seminar.

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

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

**Learning activities and teaching methods:**

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

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

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

**Recommended optional programme components:**

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

**Recommended or required reading:**

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.](#)

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Dr. Mari Juntunen

**Working life cooperation:**

No.

**Other information:**

The number of students is limited.

**721435S: Market Analysis and Business Intelligence, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Jouni Juntunen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721063A Business Research Methods 8.0 op

721417A Marketing Research and Information Systems 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period D

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face to face teaching.

**Learning activities and teaching methods:**

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.

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

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

**Recommended or required reading:**

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

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Dr. Jouni Juntunen

**Working life cooperation:**

No

*Module 3. Courses 721463S Sustainable Marketing Management ja 721065S Internship are alternative (choose one).*

**721064S: Qualitative Methods in Business Research, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Juha Tuunainen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721063A Business Research Methods 8.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

Upon completion of this course, the students will be able to plan and conduct scientific research in the fields of marketing, business and organizations, and report research results so achieved. In particular, the students will gain knowledge of how to apply social scientific ideas, concepts and methods so as to produce new scientific knowledge. The focus of the course will be on building capacity to independently apply qualitative research methodology, in addition to which the students will also gain good understanding of research done by using quantitative methods. After completing the course, the students will also understand basic principles of ethics of science.

**Contents:**

Lectures and group work will cover the following themes: 1) research process as a whole, 2) ethics of science, 3) research planning, 4) research approaches and design, 5) literature review, 6) data collection, 7) data analysis, 8) drawing conclusions and 9) scientific writing.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

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

**Target group:**

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

**Prerequisites and co-requisites:**

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

**Recommended optional programme components:**

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

**Recommended or required reading:**

The course book, article collection and other material appointed by the teachers of the course.

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Associate Professor Juha Tuunainen.

**Working life cooperation:**

No

**Other information:**

The number of students is limited.

**721471S: Service Marketing and Management, 6 op**

**Voimassaolo:** 01.08.2011 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Pekkarinen, Saara Marketta

**Opintokohteen kielet:** English  
**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits / 160 hours of work.

**Language of instruction:**

English.

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

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).

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

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

**Recommended or required reading:**

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.](#)

**Assessment methods and criteria:**

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.

**Grading:**

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

**Person responsible:**

Dr. Saara Pekkarinen

**Working life cooperation:**

No.

**Other information:**

The number of students is limited.

**721675S: Supply Chain Management, 6 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Jari Juga

**Opintokohteen kielet:** English

**ECTS Credits:**

6 credits / 160 hours of work.

**Language of instruction:**

English.

**Timing:**

Period B.

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

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

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

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

**Recommended optional programme components:**

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

**Recommended or required reading:**

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.](#)

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Prof. Jari Juga

**Working life cooperation:**

No

**Other information:**

The number of students is limited.

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Jouni Juntunen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English.

**Timing:**

Period B

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

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

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

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

**Recommended or required reading:**

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.](#)

**Assessment methods and criteria:**

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.

**Grading:**

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

**Person responsible:**

Dr. Jouni Juntunen

**Working life cooperation:**

No.

**Other information:**

The number of students is limited.



**721070S: Globally Responsible Business, 6 op****Voimassaolo:** 01.08.2014 -**Opiskelumuoto:** Advanced Studies**Laji:** Course**Vastuuyksikkö:** Oulu Business School**Arvostelu:** 1 - 5, pass, fail**Opettajat:** Anne Keränen**Opintokohteen kielet:** English**Leikkaavuudet:**

ay721070S Globally Responsible Business (OPEN UNI) 6.0 op

**Voidaan suorittaa useasti:** Kyllä**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**Period C. It is recommended to complete the course during the Master's programme's 1<sup>st</sup> spring semester.**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Online.

**Learning activities and teaching methods:**

Online study methods supported by face-to-face meetings. Participating face-to-face teaching is voluntary. Independent study of the given material 90 h and group work 60 h.

**Target group:**

Students from all OBS Master's programmes.

**Prerequisites and co-requisites:**

30 ects (5 Master level courses).

**Recommended optional programme components:**

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**Recommended or required reading:**

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.](#)

**Assessment methods and criteria:**

Individual and group reports.

**Grading:**

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

**Person responsible:**

Jan Hermes and Prof. Pauliina Ulkuniemi.

**Working life cooperation:**

no

**Other information:**

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

**721065S: Internship, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Practical training

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** English

Ei opintojaksokuvauksia.

*Module 4*

**721430S: Master's Thesis, Marketing, 30 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Diploma thesis

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish, English

**ECTS Credits:**

30 ECTS/ 800 hours of work

**Language of instruction:**

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

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching in seminar sessions

**Learning activities and teaching methods:**

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.

**Target group:**

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

**Prerequisites and co-requisites:**

723020A Bachelor's Thesis

**Recommended or required reading:**

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

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Professors

**Working life cooperation:**

no

**Other information:**

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