

Opasraportti

Oulu Business School - Master of Science (MSc), Marketing 2014-2015 (2014 - 2015)

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 2014-2015

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

Degree structure

Module 1: Discovering Marketing Fundamentals

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

Module 2: Enriching Marketing Skills

721462S Business Networks	6
721436S Brand Management	6
721460S Marketing Theory	6
721435S Market Analysis and Business Intelligence	6
Elective advanced course from International Business Management	6

Module 3: Advancing Marketing Knowledge

721064S Methods in Business Research	6
721471S Service Marketing and Management	6
721675S Supply Chain Management	6
721463S Sustainable Marketing Management*	6
721070S Globally Responsible Business	6

* May be replaced with 721065S Internship.

Module 4: Creating Marketing Contribution

721430S Master's Thesis in Marketing 30

Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

721436S: Brand Management, 6 op
 721462S: Business Networks, 6 op
 721433S: Consumer Behavior, 6 op
 721472S: Digital Marketing, 6 op
 721070S: Globally Responsible Business, 6 op
 721432S: Managing Customer Relationships, 6 op
 721435S: Market Analysis and Business Intelligence, 6 op
 721460S: Marketing Theory, 6 op
 721430S: Master's Thesis, Marketing, 30 op
 721064S: Methods in Business Research, 6 op
 721414S: Purchasing and Supplier Relationships, 6 op
 721434S: Selling and Sales Management, 6 op
 721471S: Service Marketing and Management, 6 op
 721675S: Supply Chain Management, 6 op
 721463S: Sustainable Marketing Management, 6 op

Opintojaksojen kuvaukset

Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

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 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 aim is to increase the student's knowledge of the brand phenomenon wide-rangingly 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 (20 h), reading the arranged articles and group work (40 h), guided discussions, group presentation, attending and evaluating group presentations (20 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, group work and its presentation during the course and a learning diary will each comprise a third of the course grade. The assessment of the course 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.

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 have to attend the pre-exam (40 h). 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:

In order to participate the course, a pre-exam should be passed (from book Håkansson, H. & Snehota, I eds: Developing Relationships in Business Networks, 1995). Detailed information on the pre-exam will be given 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.

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% of the grade and the final exam 50% of the 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 a fail.

Person responsible:

Dr. Satu Nätti

Working life cooperation:

No

Other information:

The number of students is limited.

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 combine and integrate the central concepts of the course. Students are able to explain and compare internal and external aspects on consumer decision making, behavior and consumption. In addition, students can critically compare and assess consumer behavior theories and research, and their implications for marketing strategy. Having completed the course students are able to apply theories to the practice and critically evaluate and plan the application of theories to their own 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 of attitude, motivation, learning, personality, perception and behavior), 2) consumers as decision makers, 3) consumers as influenced by communication, 4) social and cultural influences on purchasing and consumption behavior, 5) ethics, and 6) applications of consumer behavior concepts in to the contemporary business environment. During the course, students get familiar with scientific publications on consumer behavior.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

Lectures and guest lectures (altogether 36 h), group work (50 h) and independent reading of all course material before final exam, including 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:

Learning material AND selected parts from Solomon, M.R. (2012) Consumer Behavior 10th edition OR Solomon, M.R. (2013) Consumer Behavior. A European Perspective OR Solomon, M.R. (2014) Consumer Behavior. Buying, Having, and Being.

Assessment methods and criteria:

Group work, individual assignment and final exam. The group work will determine 30 % of the grade, the assessment of individual assignment forms 20 % of the grade and assessment of final exam forms 50% 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.

721472S: Digital Marketing, 6 op

Voimassaolo: 01.08.2011 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Salo, Jari Tapani

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:

Upon completion of the course, students have deepened their theoretical understanding of digital marketing and how in different organizational contexts digital marketing is managed. In addition, students are able to provide some elementary measures for digital marketing in order to manage effectiveness and efficiency of digital marketing. Subsequently, students can critically apply different theories and concepts of digital marketing to different business environments. They are able to analyze the underlying logic of different types of digital marketing tools, campaigns and concepts and manage them accordingly. After completing 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) basic concepts of digital marketing are introduced and different schools of thought are presented, 2) different tools of digital marketing are introduced (SEO, SEA, newsletters, webpages, blogs, podcasts, Social networking services such as Facebook, LinkedIn, Renren, Vkontakte, Pinterest other current social media services, virtual worlds and other digital marketing tools such as smashups and location based digital services, 3) digital marketing campaigns and cases are covered and finally 4) measurement and management of digital marketing.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

36 hours lectures and group work (52 h). In addition, independent reading of the articles and other related material for the exam (72 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 other material appointed by the Professor as well as possible compendium can be downloaded from Optima. The final exam if held includes all the material given for the student.

Assessment methods and criteria:

Assessment will be at two stages. If held group exercise conducted during the course will determine 30% of the grade and the final exam (or other demonstration of learning) 70% of the grade (or 100% if group case is not feasible). 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:

Prof. Jari Salo

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: Jan Hermes

Opintokohteen kielet: English

Leikkaavuudet:

ay721070S Globally Responsible Business (OPEN UNI) 6.0 op

Voidaan suorittaa useasti: Kyllä

Ei opintojaksokuvauksia.

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 to this, 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 should be 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) Development of business relationships, 3) Value creation in customer relationships, 4) Customer portfolios and key account 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) Customer knowledge management, 8) CRM as software.

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.

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 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 gathering and data 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. Article collection, and other material appointed by the Professor 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 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. Jouni Juntunen

Working life cooperation:

No

721460S: Marketing Theory, 6 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

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 1st 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. 2nd Ed. (or newer) AND The SAGE Handbook of Marketing Theory, Edited by Maclaran, P., Stern, B., Saren, M. & Tadajewski, M. (2009 or newer). See further instructions from detailed course description on Noppa.

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:

Prof. Jaana Tähtinen.

Working life cooperation:

No.

Other information:

The number of students is limited.

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

Contents:

See section "Joint courses for all programmes" for course description

721064S: 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: Hilikka Poutanen

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 the course, students are able to plan and conduct independent scientific research for solving organizational and business problems, to apply methodological concepts, and choose and apply appropriate qualitative research methods to produce new knowledge. They are able to explain research phenomenon in organizational and business context critically, to assess both qualitative and quantitative methods, as well as ethical aspects in undertaking and writing up organizational and business research.

Contents:

Face-to-face teaching and group work will include the following themes: 1) Research and writing as a process, 2) Ethics in 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.

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

Preparation for the pre-assignment (30 h), 36 h lectures and group exercises, group work (40 h), self-study (54 h) including preparing for lectures and group exercises.

Target group:

Students of the Master's program in International Business Management

Prerequisites and co-requisites:

The pre-assignment should be passed (book Wilson, J.: Essentials of Business Research, Sage Publications 2010). Detailed information on the pre-assignment will be given during the period A on the Noppa Study Portal. Basic and intermediate studies in the 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:

Pre-assignment book, article collection and other material appointed by the lecturer.

Assessment methods and criteria:

Group work 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:

Hilikka Poutanen

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

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 and buying business services. 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.

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.

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 explain the dynamics of actual sales work and analytically evaluate and solve sales-related issues. In addition, students are able to identify and assess factors determining pricing decisions, distinguish the key pricing strategies and analyze them related to sales process. Furthermore, students are able to plan sales, motivate, evaluate and supervise the sales force.

Contents:

Selling process, sales techniques, B2B and B2C selling, relationship of sales function to other related business functions, planning for sales, developing sales force, pricing decisions and strategies in selling, approaches to different pricing situations in the consumer and business markets

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

Lectures (30 h), guided teamwork (6 h) preparation of assignment (50 h), reading the course material and literature and preparation for the exam (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.

Assessment methods and criteria:

Teamwork, exercises and exam. 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. Mari Juntunen

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: Teea Palo

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 are 1) Service logic for marketing and management by Nordic School approach and 2) the foundational premises of S-D logic with wider implications beyond marketing for the future of the firm, providing a deeper view on service as the fundamental basis of all social and economic exchange. These two approaches offer an in-depth outlook on the future of service marketing and management. The course applies both B-to-B and B-to-C 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:

Introductory and visiting lectures (20 h); guided discussions, group debates and opponents (20 h); group work for the debates (40 h); reading the material, writing article analyses, 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*, Cambridge University Press. Grönroos, C. (2007) *Service Management and Marketing. Customer Management in Service Competition*. Chichester, UK: John Wiley & Co. Article collection AND lecture material

Assessment methods and criteria:

Assessment will be done at two stages. The active participation and discussion during the course (including 85% required presence and group work with debate) will determine 40% of the grade. The assessment of individual article analyses and learning diaries forms 60% of the grade. The assessment of the course 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.

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. (2010), Operations Rules – Delivering Customer Value through Flexible Operations. Cambridge: MIT Press AND lecture material AND selected articles.

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.

721463S: Sustainable Marketing Management, 6 op

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 (40 h), group work (40 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:

Course text book (announced later on) AND articles assigned by the lecturer. See further instruction from detailed course description on Noppa.

Assessment methods and criteria:

Critical written report conducted in small groups, applying the theories in the analysis of a selected case-company (50 %), individual article analyses (50 %). 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.