### Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

- **721004A**: Additional Studies in Marketing, Intermediate Level, 0 op
- **721671A**: B to B E-Commerce, 5 op
- **721175A**: Business Simulation, 5 op
- **721424P**: Business to Business Marketing, 5 op
- **721419P**: Consumer Behavior, 5 op
- **721551S**: Current Issues in Management Organization, 6 op
- **721672S**: Economics of Network Industries, 6 op
- **721463S**: Environmental Marketing, 6 op
- **721413P**: Industrial Relationships, 5 op
- **721415A**: Industrial Sales Management, 5 op
- **721416A**: Integrated Marketing Communications, 5 op
- **721461S**: International Business Theory, 6 op
- **721425A**: International Logistics and Distribution, 5 op
- **721417A**: Marketing Research and Information Systems, 5 op
- **721460S**: Marketing Theory, 6 op
- **721421A**: Marketing of a High Tech Firm, 5 op
- **721430S**: Master's Thesis, Marketing, 30 op
- **721462S**: Network Theory, 6 op
- **721423A**: Pricing Strategies, 5 op
- **721409P**: Principles of Marketing, 5 op
- **721412P**: Product and Market Strategies, 5 op
- **721414S**: Purchasing and Supplier Relationships, 6 op
- **721418A**: Seminar in Marketing, 10 op
- **721422A**: Services and Relationship Marketing, 5 op
- **721336S**: Special Issue, 6 op
- **721183A**: Strategic Management, 5 op
- **721464S**: Strategic Marketing and Management, 6 op

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### Opintojaksojen kuvaus

**Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaus**

- **721004A**: Additional Studies in Marketing, Intermediate Level, 0 op

*Opiskelumuoto: Intermediate Studies*
**721671A: B to B E-Commerce, 5 op**

Opiskelumuoto: Intermediate Studies  
Laji: Course  
Vastuuysikkö: Faculty of Economics and Business Administration  
Arvostelu: 1 - 5, pass, fail  
Opettajat: Kesti, Manne Kalevo  
Opintokohteen kielet: Finnish  

**ECTS Credits:**  
5 credits  

**Timing:**  
Period D  

**Contents:**  
Strategy, networking and electronic commerce  

**Recommended or required reading:**  
Material announced during the lectures  

**Assessment methods and criteria:**  
Lectures, article and literature examination  

**Person responsible:**  
Assistant in Information and Communication Business Manne Kesti  

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**721175A: Business Simulation, 5 op**

Opiskelumuoto: Intermediate Studies  
Laji: Course  
Vastuuysikkö: Faculty of Economics and Business Administration  
Arvostelu: 1 - 5, pass, fail  
Opettajat: Tuppurainen, Risto Kalevi  
Opintokohteen kielet: Finnish  

**ECTS Credits:**  
5 credits  

**Timing:**  
Semester: -  

**Contents:**  
The significance of different aspects of business studies in managing profitable organization  

**Learning activities and teaching methods:**  
Business simulation game and practice work.  

**Recommended or required reading:**  

**Assessment methods and criteria:**  
The students play the business simulation game and analyse the result. A report of the simulation is also required.  

**Person responsible:**  
N.N.
721424P: Business to Business Marketing, 5 op

Opiskelumuoto: Basic Studies  
Laji: Course  
Vastuuysikkö: Faculty of Economics and Business Administration  
Arvostelu: 1 - 5, pass, fail  
Opettajat: Satu Nätti  
Opintokohteen kielet: English  
Leikkaavuudet:  
ay721424P  Business to Business Marketing (OPEN UNI)  5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:  
5 credits

Timing:  
Period D

Contents:  

Learning activities and teaching methods:  
26 h lectures and case studies.

Recommended or required reading:  

Assessment methods and criteria:  
A literature examination.

Person responsible:  
Senior Lecturer in Marketing Satu Nätti, D.Sc.

721419P: Consumer Behavior, 5 op

Opiskelumuoto: Basic Studies  
Laji: Course  
Vastuuysikkö: Faculty of Economics and Business Administration  
Arvostelu: 1 - 5, pass, fail  
Opettajat: Sinisalo, Jaakko Lauri Juhani  
Opintokohteen oppimateriaali:  
Assael, Henry , , 1995  
Lisätiedot:  
Solomon, Michael R. , , 2004  
Lisätiedot:  
Opintokohteen kielet: Finnish  
Leikkaavuudet:  
ay721419P  Consumer Behavior (OPEN UNI)  5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:  
5 credits

Timing:  
Period D

Contents:  
Consumer decision making; the individual consumer, environmental influences to consumer decision making, marketing strategies connected with individual and group behaviour.

Learning activities and teaching methods:  
20 h lectures, assignment and independent reading of the textbooks
721551S: Current Issues in Management Organization, 6 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuysikkö: Faculty of Economics and Business Administration

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

ECTS Credits: 6 credits

Timing: Period D

Contents: This year, the module focuses on research methodology and its use in management research. The recent years have witnessed an increasing interest towards constructionist and critical approaches to organization studies, however, the relation of these new currents to the traditional concerns of methodology, and to the input into practitioner issues, has remained unclear. The aim of this course is to explore the different research paradigms – positivist, constructionist and postmodern – available for the students of management, and to discuss their philosophical underpinnings as well as their distinctive ways of responding to the calls for “practitioner relevance”. The course suits advanced undergraduate and beginning doctoral students in management and organization. It can also be taken in conjunction with advanced or doctoral studies in other business management disciplines.

Learning activities and teaching methods: Lectures will be taught in an intensive format.

Recommended or required reading: A lecture note will be given out.

Assessment methods and criteria: Lectures will be taught in an intensive format.


721672S: Economics of Network Industries, 6 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuysikkö: Faculty of Economics and Business Administration

Arvostelu: 1 - 5, pass, fail

Opettajat: Timo Koivumäki

Opintokohteen kielet: Finnish

ECTS Credits: 6 credits

Timing: Period D

Contents: We take a game theoretic approach to study dynamics of company structure, strategic decision-making and market development in network industries. We also focus on the effects of social interaction on consumers’ choices.

Recommended or required reading: Shy (2001): Economics of Network Industries

Person responsible:
721463S: Environmental Marketing, 6 op

Opiskelumuoto: Advanced Studies
Laji: Course
Vastuuysikkö: Faculty of Economics and Business Administration
Arvostelu: 1 - 5, pass, fail
Opettajat: Teea Palo
Opintokohteen kielet: English
Voidaan suorittaa useasti: Kyllä

ECTS Credits:
6 credits
Timing:
Period: Literature examination (see exam list)
Contents:
The aim of this course is to give students a view of the most essential parts of green marketing.
Learning activities and teaching methods:
Prerequisites: Subject studies in marketing. Independent reading of the textbooks
Recommended or required reading:
Assessment methods and criteria:
Literature examination
Person responsible:
Assistant in Marketing Annu Ristola, M.Sc. (Econ. & Bus. Adm.)

721413P: Industrial Relationships, 5 op

Voimassaolo: - 31.07.2010
Opiskelumuoto: Basic Studies
Laji: Course
Vastuuysikkö: Faculty of Economics and Business Administration
Arvostelu: 1 - 5, pass, fail
Opettajat: Hanna Komulainen
Opintokohteen kielet: Finnish
Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits
Timing:
Period B
Contents:
Cooperation and competition in different situations and in different lines of business. Diverse networks, chains, alliances and modes of cooperation in purchasing and marketing. Opportunities that cooperation can offer in international competition.
Learning activities and teaching methods:
24 h lectures, assessment and independent reading of the textbooks
Recommended or required reading:
Storbacka, Kaj & Sivula, Petteri & Kaario, Kari: Create value with strategic accounts, 1999; other material announced by the lecturer
Assessment methods and criteria:
Lectures and literature examination.
Person responsible:
Kimmo Alajoutsijärvi, Ph.D.(Econ.&Bus.Adm.), Professor
721415A: Industrial Sales Management, 5 op

Opiskelumuoto: Intermediate Studies
Laji: Course
Vastuuyksikkö: Faculty of Economics and Business Administration
Arvostelu: 1 - 5, pass, fail
Opettajat: Johnston Wesley
Opintokohteen kielet: English
Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits
Timing:
Period A
Contents:
To introduce the principles of international industrial sales management on the basis of a relationship approach. Industrial sales management. Understanding the sales force environment. Planning for sales. Recruiting, training and developing the sales force. Motivating, supervising and evaluating the sales force. The selling process.
Learning activities and teaching methods:
24 h lectures and a literature examination.
Recommended or required reading:
Assessment methods and criteria:
24 h lectures and a literature examination.
Person responsible:
Docent in Industrial Marketing and Sales Wesley Johnston.

721416A: Integrated Marketing Communications, 5 op

Opiskelumuoto: Intermediate Studies
Laji: Course
Vastuuyksikkö: Faculty of Economics and Business Administration
Arvostelu: 1 - 5, pass, fail
Opettajat: Mari Juntunen
Opintokohteen kielet: Finnish
Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits
Timing:
Period C
Contents:
Advertising in different forms, sales promotion, public relations activities and their use.
Learning activities and teaching methods:
28 hours of lectures and discussions
Recommended or required reading:
Assessment methods and criteria:
Announced in the beginning of the course
Person responsible:
Senior Lecturer in Marketing, D.Sc. (Econ. & Bus.Adm.) Satu Nätti

721461S: International Business Theory, 6 op

Opiskelumuoto: Advanced Studies
Contents:
The course objective is to acquaint students with some approaches to decision making related to the internationalisation of a firm, and with the possibilities and constraints that the other actors in the market and the environmental characteristics pose to the internationalisation of a firm. The course introduces conceptual approaches used to analyze internationalization and related decision making models.

Learning activities and teaching methods:
Pre-course examination on the two course books, 20 hours lectures and exercises.

Recommended or required reading:

Assessment methods and criteria:
Pre-course examination on the two course books, 20 hours lectures and exercises.

Person responsible:
Professor Tuija Mainela, D.Sc.

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721425A: International Logistics and Distribution, 5 op

Voimassaolo: - 31.07.2010
Opiskelumuoto: Intermediate Studies
Laji: Course
Vastuuysikkö: Faculty of Economics and Business Administration
Arvostelu: 1 - 5, pass, fail
Opettajat: Jari Juga
Opintokohteen kielet: Finnish
Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits

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721417A: Marketing Research and Information Systems, 5 op

Opiskelumuoto: Intermediate Studies
Laji: Course
Vastuuysikkö: Faculty of Economics and Business Administration
Arvostelu: 1 - 5, pass, fail
Opettajat: Heikki Karjaluoto
Opintokohteen kielet: Finnish
Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits

Contents:
Role of marketing research in management decision making. Information systems. Qualitative and survey research. Scaling and sampling. Data processing and analysis; descriptive statistics and statistical testing.
Learning activities and teaching methods:
24 h lectures and exercises, assessment and independent reading of the textbooks

Recommended or required reading:

Assessment methods and criteria:
Lectures and literature examination

Person responsible:
Heikki Karjaluoto, D.Sc.(Econ.&Bus.Adm.), Professor

721460S: Marketing Theory, 6 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuysikkö: Faculty of Economics and Business Administration

Arvostelu: 1 - 5, pass, fail

Opettajat: Tähtinen, Jaana Marketta

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:
6 credits

Timing:
Period D

Contents:
During the lectures 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?

Learning activities and teaching methods:
24 h lectures and independent reading of the textbooks. Prerequisites: Subject studies in Marketing

Recommended or required reading:
Aspects; Panula, J.: Hämärän taakse: marketologian minuutta etsimässä, 2000

Assessment methods and criteria:
Lectures and home exam

Person responsible:
Jaana Tähtinen, D.Sc., Professor

721421A: Marketing of a High Tech Firm, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuysikkö: Faculty of Economics and Business Administration

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits

Timing:
Period B

Contents:
The general objective of this course is to increase the understanding of the students of the marketing and
internalization of the high tech firms. The aim is to describe and analyze the current state of these issues in the
chosen case firms through examination of the focal products and their position in the markets. In more detail the
objectives of this course are to provide the student knowledge of the typical features of high-tech marketing and
internalization, to make the student acquainted with firms developing and using high technology and to develop
the abilities of the student to collect, analyze and report qualitative data.
Recommended or required reading:
Mohr, J.: Marketing of High-Technology Products and Innovations, 2001, and other material named by the lecturer.

Assessment methods and criteria:
6–10 h lectures, 2 h group meetings and xx hours case-sessions and presentations (depending on the number of participating groups). The students are divided into multicultural teams of 3–4 persons. Each team is introduced to a case firm, which is located in or around Oulu and is operating in high-tech markets. The groups make an analytical written report on the case firm and present it to other students in the case-sessions. The number of students is limited. The selection is based on the amount of previous studies in marketing (in economic sciences) or in software business. The course requires registration in advance.

Person responsible:
Assistant Professor in Marketing Jari Salo, D.Sc.

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

Opiskelumuoto: Advanced Studies
Laji: Diploma thesis
Vastuuysikkö: Faculty of Economics and Business Administration
Arvostelu: A,B,N,C,M,EX,L
Opintokohteen kielet: Finnish, English

ECTS Credits:
30 credits

721462S: Network Theory, 6 op

Opiskelumuoto: Advanced Studies
Laji: Course
Vastuuysikkö: Faculty of Economics and Business Administration
Arvostelu: 1 - 5, pass, fail
Opettajat: Satu Nätti
Opintokohteen kielet: English
Voidaan suorittaa useasti: Kyllä

ECTS Credits:
6 credits
Timing:
Period D

Contents:
The aim of this course is to deepen the students view of network theories and to use of these concepts in strategic management. Applying the concepts of network theory with case-studies.

Learning activities and teaching methods:
Prerequisites: Mandatory intermediate studies in marketing. 20 h lectures, case exercises and independent reading of the textbooks.

Recommended or required reading:

Assessment methods and criteria:
Lectures and literature examination

Person responsible:
Kimmo Alajoutsijärvi, Ph.D.(Econ.&Bus.Adm.), Professor

721423A: Pricing Strategies, 5 op

Opiskelumuoto: Intermediate Studies
Laji: Course
ECTS Credits:
5 credits
Timing:
Period D
Contents:
Price as an element of a marketing strategy, pricing strategies, pricing in consumer markets and pricing in industrial markets
Learning activities and teaching methods:
24 h lectures, group assignments, essay assignment
Recommended or required reading:
Assessment methods and criteria:
Essay assignment or literature examination, practice work
Person responsible:
Senior lecturer in Accounting

721409P: Principles of Marketing, 5 op
Opiskelumuoto: Basic Studies
Laji: Course
Vastuuysikkö: Faculty of Economics and Business Administration
Arvostelu: 1 - 5, pass, fail
Opettajat: Alajoutsijärvi, Kimmo Jouni
Opintokohteen kielet: Finnish
Leikkaavuudet:
  ay721409P  Principles of Marketing (OPEN UNI)  5.0 op
Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits
Timing:
Period B
Contents:
Marketing thinking, planning, competitive methods and implementation, segmentation, consumer orientation, marketing organization and controlling. Marketing perspective from consumer orientation and behaviour.
Learning activities and teaching methods:
25 hours of lectures and independent reading of the textbooks
Recommended or required reading:
Assessment methods and criteria:
Lectures and literature examination
Person responsible:
Kimmo Alajoutsijärvi, Ph.D.(Econ.&Bus.Adm.), Professor

721412P: Product and Market Strategies, 5 op
Opiskelumuoto: Basic Studies
Laji: Course
Vastuuyksikkö: Faculty of Economics and Business Administration
Arvostelu: 1 - 5, pass, fail
Opettajat: Salo, Jari Tapani
Opintokohteen kielet: Finnish
Leikkaavuudet:
ay721412P Product and Market Strategies (OPEN UNI) 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits
Timing:
Period A
Contents:
The process of marketing management, Value perceived by consumers, product strategies, market segmentation, new product development.

Learning activities and teaching methods:
About 20 h lectures, case exercises and independent reading of the textbooks

Recommended or required reading:
Porter, M.E.: Competitive Advantage (1985); Kotler, P.: Marketing Management. Analysis, Planning, Implementation and Control, 1991 (or later) and other material named by the lecturer

Assessment methods and criteria:
Lectures and literature examination, case exercise.

Person responsible:
Jari Salo, D.Sc. (Econ.&Bus.Adm.) Assistant Professor of Marketing

721414S: Purchasing and Supplier Relationships, 6 op

Voimassaolo: 01.08.2006 -
Opiskelumuoto: Advanced Studies
Laji: Course
Vastuuyksikkö: Faculty of Economics and Business Administration
Arvostelu: 1 - 5, pass, fail
Opettajat: Pauliina Ulkuniemi
Opintokohteen kielet: English
Voidaan suorittaa useasti: Kyllä

ECTS Credits:
6 credits
Timing:
Period C
Contents:
The role of purchasing in the company, the logic of industrial purchasing behaviour, the current challenges of purchasing, supplier relationships, supply networks and purchasing strategies.

Learning activities and teaching methods:
20 h lectures and group work, independent reading of the textbooks

Recommended or required reading:

Assessment methods and criteria:
Lectures and literature examination, essay

Person responsible:
Pauliina Ulkuniemi, D.Sc. (Econ. & Bus. Adm.)

721418A: Seminar in Marketing, 10 op

Opiskelumuoto: Intermediate Studies
721422A: Services and Relationship Marketing, 5 op

Opiskelumuoto: Intermediate Studies

ECTS Credits: 5 credits

Contents:
Services marketing; service co-creation, service quality, service recovery. Relationship marketing; its disciplinary roots, future directions of the "relationship marketing paradigm", relationship marketing tools, consumer’s views to relationship marketing.

Recommended or required reading:

Assessment methods and criteria:
20 h lectures and exercises and/or literature examination. The number of students will be restricted. Please follow the notice boards.

Person responsible:
Acting professor Jaana Tähtinen, D.Sc.

721336S: Special Issue, 6 op

Opiskelumuoto: Advanced Studies

ECTS Credits: 6 credits

Assessment methods and criteria:
For example 24 h lectures and a literature examination or an extended essay or a practical exercise. The topic of the lecture courses varies. Also courses taken in some other Finnish or foreign universities can be accepted as a completion of the course. Credits depend on the extent of the course.

Person responsible:
721183A: Strategic Management, 5 op

Voimassaolo: 31.07.2010  
Opiskelumuoto: Intermediate Studies  
Laji: Course  
Vastuuysikkö: Faculty of Economics and Business Administration  
Arvostelu: 1 - 5, pass, fail  
Opettajat: Eriksson, Seppo Allan  
Opintokohteen kielet: Finnish  
Voidaan suorittaa useasti: Kyllä

ECTS Credits:  
5 credits  
Timing:  
Period A  
Contents:  
Central concepts of strategic thinking, planning and management, analyzing tools and processes. Course takes a managerial perspective.

Learning activities and teaching methods:  
20 hours of lectures, 20 hours of case exercises, and independent reading of the textbooks

Recommended or required reading:  

Assessment methods and criteria:  
Literature examination, participation to case exercises

Person responsible:  
Seppo Eriksson, D.Sc.(Econ.&Bus.Adm.)

721464S: Strategic Marketing and Management, 6 op

Opiskelumuoto: Advanced Studies  
Laji: Course  
Vastuuysikkö: Faculty of Economics and Business Administration  
Arvostelu: 1 - 5, pass, fail  
Opettajat: Salo, Jari Tapani  
Opintokohteen kielet: English  
Voidaan suorittaa useasti: Kyllä

ECTS Credits:  
6 credits  
Timing:  
Period B  
Contents:  
Course introduces students to the heterogeneous fields of strategic marketing and management. Facilitates and attempts to arouse critical perspectives to strategic marketing and management. The main themes of the course: Marketing and Strategy Interface, Beyond Traditional Strategic Thinking, Core Competence Paradigm, Strategic Customer Relationship Management, Industrial Networks and Strategy, Value Creation in Relationships and Networks

Learning activities and teaching methods:  
22 h lectures and exercises. Prerequisite: Subject studies in marketing

Recommended or required reading:  

Person responsible:  
Assistant Professor in Marketing Jari Salo. D.Sc.