

Opasraportti

TaTK - Marketing 2010-2011 (2010 - 2011)

MARKETING

Marketing includes a large number of optional studies, allowing you to customize your study programme in line with your interests. Minors can be taken within the Faculty of Economics and Business Administration or through some other faculties. When selecting your minor, you can always turn to the programme's student adviser and your mentor for assistance. Moreover, you will find further information on the modes of study in the different courses under "course information" on the faculty's web pages.

Studies at the basic, subject and advanced level have different learning objectives both in terms of theoretical content and professional practice. Thus, having completed basic studies in marketing, students are able to conceptualize and describe business phenomena using basic marketing concepts and theories. In addition, they are accustomed to a range of learning and working methods, such as group work, and they can engage in academic argumentation and report writing.

After subject studies, students have the ability to transfer acquired theoretical knowledge to the analysis of real world business phenomena. Their command of research methods, combined with an analytical problem-oriented approach, allow them to conduct independent thesis research. They are also able to seek knowledge on their own and, to a degree, even construct new knowledge. In addition, students at this level are already well-versed in written expression and professional presentation.

Advanced courses in marketing aim at deepening students' content knowledge and strengthening their professional competence. Having completed advanced studies, students have the capacity to assess and utilize the extensive conceptual framework of the discipline to adopt a comprehensive approach to management phenomena and practices. Complementing individual, goal-oriented achievement with teamwork effort, students build on existing knowledge to create new solutions for the diverse needs of business and trade. At this stage, research-oriented thinking and lucid, analytical written and oral expression are part and parcel of their professional identity.

BASIC STUDIES

721409P Principles of Marketing 5 ects
 721424P Business to Business Marketing 5 ects
 721419P Consumer Behaviour 5 ects
 721412P Product and Market Strategies 5 ects
 721704P Business logistics 5 ects

INTERMEDIATE STUDIES

In addition to basic studies:

721418A Seminar in Marketing 10 ects
 721417A Marketing Research 5 ects

and at least 20 ects of these:

721413A Managing Business Relationships 5 ects
 721415A Industrial Sales Management 5 ects
 721416A Integrated Marketing Communications 5 ects
 721421A Marketing of a High Tech Firm 5 ects
 721422A Services and Relationship Marketing 5 ects
 721423A Pricing Strategies 5 ects
 721427A Brand Management 5 ects
 721428A Retail Management 5 ects
 721724A Logistics systems analysis 5 ects

721722A Transport law 5 ects
 721426A Electronic Commerce 5 ects
 721004A Additional intermediate studies in Marketing 5 ects

ADVANCED STUDIES

721430S Master's Thesis 30 ects
 721460S Marketing Theory 6 ects
 721462S Network Theory 6 ects

In addition at least 18 ects of these:

721414S Purchasing and Supplier Relationships in International Context 6 ects
 721463S Sustainable Marketing 6 ects
 721464S Strategic Marketing and Management 6 ects
 721672S Economics of Network Industries 6 ects
 721753S Transport economics and policy 6 ects
 721675S Supply chain management 6 ects
 721468S Analysis of Changing Business Logic - the Case of ICT 6 ects
 721535S Competence and Knowledge Management 6 ects
 721336S Special Issue 6 ects

Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

721004A: Additional Studies in Marketing, Intermediate Level, 0 op
 721468S: Analysis of Changing Business Logic - the Case of ICT, 6 op
 721427A: Brand Management, 5 op
 721704P: Business Logistics, 5 op
 721424P: Business to Business Marketing, 5 op
 721419P: Consumer Behavior, 5 op
 721672S: Economics of Network Industries, 6 op
 721426A: Electronic Commerce, 5 op
 721463S: Environmental Marketing, 6 op
 721415A: Industrial Sales Management, 5 op
 721416A: Integrated Marketing Communications, 5 op
 721724A: Logistics System Analysis, 5 op
 721413A: Managing Business Relationship, 5 op
 721417A: Marketing Research, 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
 721428A: Retail Management, 5 op
 721418A: Seminar in Marketing, 10 op
 721422A: Services and Relationship Marketing, 5 op
 721336S: Special Issue, 6 op
 721464S: Strategic Marketing and Management, 6 op
 721675S: Supply Chain Management, 6 op
 721753S: Transport Economics and Policy, 6 op
 721722A: Transport Law, 5 op

Opintojaksojen kuvaukset

Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

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

Opiskelumuoto: Intermediate Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ect.

Language of instruction:

Free.

Timing:

Free.

Learning outcomes:

Upon completion of this course, the student has a familiarization with a chosen topic which is not profoundly discussed during other courses of marketing. The student knows the main elements of the related literature, what kind of research there is related to this subject and what there is still left to study. The student can apply these concepts and theories and with their help analyze different phenomena in business life.

Contents:

Varied.

Learning activities and teaching methods:

Varied depending on the subject and course in question. Courses in other Finnish or foreign universities can also be included.

Recommended optional programme components:

Basic studies in marketing.

Assessment methods and criteria:

Varied.

Grading:

1-5.

Person responsible:

Professors of Marketing.

721468S: Analysis of Changing Business Logic - the Case of ICT, 6 op

Voimassaolo: 01.08.2010 -

Opiskelumuoto: Advanced Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Seppänen, Veikko Johannes

Opintokohteen kielet: English

ECTS Credits:

6 ects.

Language of instruction:

English.

Timing:

Period B.

Learning outcomes:

After this course the student is able to understand and analyse business logic and its strategic elements, such as resources, market conditions and especially customer offerings. The effects of high-level industrial and market trends and actual firm-level choices on business logic are clear. The student is able to understand the meaning of and relations between external and internal business logic elements affecting the company's success or difficulties. The business cases addressed in the course focus on the Information and Communication Technology (ICT) sector.

Contents:

Lectures and related materials include the following themes:

- 1) industries and markets as a business landscape,
- 2) elements of the business logic,
- 3) portfolios of offerings as a business creation means,
- 4) relations between business logic and success, and
- 5) articles and case descriptions on the mentioned topics.

Learning activities and teaching methods:

The course is based on the analysis and literature and illustrative cases. In order to attend the course, the student should pass a pre-exam based on a given text book. Detailed information on the pre-exam will be available during the period A. During the period B totally 21 hours of lectures and group analyses on articles and cases will be conducted.

Recommended optional programme components:

Advanced studies in marketing.

Assessment methods and criteria:

Pre-exam, group work.

Grading:

1-5.

Person responsible:

Veikko Seppänen.

721427A: Brand Management, 5 op

Voimassaolo: 01.08.2007 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Saira Saraniemi

Opintokohteen kielet: Finnish

ECTS Credits:

5 ects.

Language of instruction:

Finnish.

Timing:

Period B.

Learning outcomes:

Upon completion this intensive course, the students have acquired a wide understanding of brand building as a strategic asset. The students are able to systematically plan and develop brands and understand the brand equity for a customer and for a firm. The students are able to argue and discuss the brand phenomenon and related concepts (image, identity, reputation). In addition, the students are able to identify different research possibilities within the brand phenomenon.

Contents:

Brands are considered from a value-creating perspective in consumer and b-to-b markets. Building product, service, corporate and destination brand; brand, destination and corporate identity; identity management; brand equity; visual identity and image.

Learning activities and teaching methods:

Pre-course examination on the three articles (will be announced in August), introductory and guest lectures (6-8 h), articles and group presentations, active discussion, learning diary.

Recommended or required reading:

Article collection (will be announced before the course starts) and additional reading will be assigned during the lectures.

Assessment methods and criteria:

Pre course examination, team-work and presentations, active discussion and learning diary.

Grading:

1-5.

Person responsible:

Doctoral Student Mari Juntunen and Senior Lecturer Salla Saraniemi.

Other information:

The course is lectured every second year. Next time in 2011 - 2012.

721704P: Business Logistics, 5 op

Voimassaolo: 01.08.2005 -

Opiskelumuoto: Basic Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Jari Juga

Opintokohteen kielet: English

Leikkaavuudet:

ay721704P Business Logistics (OPEN UNI) 5.0 op

721704A Business Logistics 5.0 op

ECTS Credits:

5 ects.

Language of instruction:

English.

Timing:

Period B.

Learning outcomes:

The student understands how logistics contributes to business competitiveness and knows the central planning principles of logistics activities and their mutual relationships.

Contents:

Course topics include logistics trade-offs, logistics service level, transport and inventory management, logistics performance measurement, basic production planning and order scheduling, just-in-time logistics, and green logistics. The development of the logistics discipline and current logistics issues will also be discussed.

Learning activities and teaching methods:

Lectures (30 h), including basic calculations and exercises in classes.

Recommended or required reading:

Jonsson, P. (2008), Logistics and Supply Chain Management, McGraw-Hill, and supplementary study material in OPTIMA.

Check availability from [here](#).

Assessment methods and criteria:

Exam (course book, lectures, basic calculation problems).

Grading:

1-5.

Person responsible:

Professor of logistics.

721424P: Business to Business Marketing, 5 op

Opiskelumuoto: Basic Studies

Laji: Course

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 ect.

Language of instruction:

English.

Timing:

Period D.

Learning outcomes:

After having passed this course, students will have a basic level understanding of the marketing management in industrial and other business-to-business enterprises, and an overall picture of business-to-business marketing theories and practices. This includes understanding of the differences of business-to-business marketing and consumer marketing, basics of organisational buying behaviour and current logic in business-to-business markets. In addition, students will have an ability to assess relevant issues in the strategy formation and an ability to evaluate different channel possibilities.

Contents:

- 1) Characteristics of Business-to-Business marketing,
- 2) understanding organisational buying behaviour,
- 3) current trends in business-to-business markets and collaboration,
- 4) relationships and networks in industrial markets,
- 5) assessing marketing opportunities and strategies and
- 6) distribution in industrial context.

Learning activities and teaching methods:

24 h lectures, related discussions and group works, minicases during the lectures, an exam of the literature, course material and group works.

Recommended or required reading:

Anderson, J.C. & Narus J.A.: Business Market Management. Understanding, Creating, and Delivering Value. 2nd edition, 2004. Exact chapters for the exam will be announced during the lectures.

Check availability from [here](#).

Assessment methods and criteria:

An exam and group works.

Grading:

1-5.

Person responsible:

Researcher Satu Nätti.

721419P: Consumer Behavior, 5 op

Opiskelumuoto: Basic Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Sinisalo, Jaakko Lauri Juhani

Opintokohteen oppimateriaali:

Assael, Henry , , 1995

Solomon, Michael R. , , 2004

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay721419P Consumer Behavior (OPEN UNI) 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ects.

Language of instruction:

Finnish.

Timing:

Period D.

Learning outcomes:

After having passed this course, students will have an overall picture of the consumer decision making process and an understanding of the factors affecting consumer decision making. In addition, students are able to combine these factors both in theory and in practice.

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:

24 h lectures, assignment and independent reading of the textbooks.

Recommended or required reading:

Assael, H.: Consumer Behavior & Marketing Action, 4th ed. 1992 (or newer), OR Solomon, M.R.: Consumer Behavior. Buying, having, being, 5th ed. (or newer) and material provided by lecturer.

Check availability from [here](#).

Assessment methods and criteria:

Lecture and literature examination and written assignment.

Grading:

1-5.

Person responsible:

Assistant of Marketing Jaakko Sinisalo.

721672S: Economics of Network Industries, 6 op

Opiskelumuoto: Advanced Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Timo Koivumäki

Opintokohteen kielet: Finnish**ECTS Credits:**

6 ects.

Language of instruction:

Finnish.

Timing:

Period D.

Learning outcomes:

Upon completion of the course, students can understand the effects of the special characteristics (complementarity, consumption externalities, switching costs and lock in and economies of scale in production) on the market dynamics of network industries.

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.

Learning activities and teaching methods:

Lectures/ independent reading of the textbooks.

Recommended or required reading:

Shy (2001): Economics of Network Industries.

Check availability from [here](#).**Assessment methods and criteria:**

Exam.

Grading:

1-5.

Person responsible:

Research Professor of Mobile Business Applications Timo Koivumäki.

721426A: Electronic Commerce, 5 op**Opiskelumuoto:** Intermediate Studies**Laji:** Course**Arvostelu:** 1 - 5, pass, fail**Opettajat:** Timo Koivumäki**Opintokohteen kielet:** Finnish

Ei opintojaksokuvauksia.

721463S: Environmental Marketing, 6 op**Opiskelumuoto:** Advanced Studies**Laji:** Course**Arvostelu:** 1 - 5, pass, fail**Opettajat:** Teea Palo**Opintokohteen kielet:** English**Voidaan suorittaa useasti:** Kyllä**ECTS Credits:**

6 ects.

Language of instruction:

Course can be passed with literature examination in English.

Timing:

Period A (home exam).

Learning outcomes:

Upon completion of the course, students have an understanding of the most essential environmental and social responsibility issues in marketing. Students will be able to identify and understand the essential concepts and theoretical approaches in the area of sustainable marketing, and are able to critically evaluate and analyse them, and use them in their own research and reporting.

Contents:

Essential parts of sustainable marketing, such as the concepts of environment and social responsibility in marketing, green marketing strategies and approaches, and the evolution and development of sustainable marketing.

Learning activities and teaching methods:

Independent reading of the materials and a writing assignment.

Recommended optional programme components:

Subject studies in marketing.

Recommended or required reading:

Charter, Martin & Polonsky, Jay: Greener Marketing. A Global Perspective on Greening Marketing Practise, 1999. Belz, F. & Peattie, K.: Sustainability marketing, 2009. Other material announced by the lecturer.

Check availability from [here](#).

Assessment methods and criteria:

Home exam

Grading:

1-5.

Person responsible:

Doctoral Student Teea Palo.

721415A: Industrial Sales Management, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Johnston Wesley

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ects.

Language of instruction:

English.

Timing:

Period A.

Learning outcomes:

After the course, the students know the principles of international industrial sales management on the basis of a relationship approach and understand the sales force environment. Furthermore, students are able to plan sales and recruit, motivate, evaluate and supervise the sales force.

Contents:

The selling process, industrial sales management, planning for sales, developing sales force.

Learning activities and teaching methods:

24 h lectures, (and a computer simulation conducted in teams).

Recommended or required reading:

Hite, R.E. & Johnston, W. J.: Managing Salespeople. A Relationship Approach. 1998; Collection of articles and cases.

Check availability from [here](#).

Assessment methods and criteria:

A computer simulation conducted in teams, and a literature examination.

Grading:

1-5.

Person responsible:

Professor (Docent) in Industrial Marketing and Sales Wesley Johnston.

721416A: Integrated Marketing Communications, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Salla Saraniemi

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ects.

Language of instruction:

Finnish.

Timing:

Period C.

Learning outcomes:

To familiarize students with different forms of advertising and non-personal marketing communications, to give a theoretical background of promotion management and integrated marketing communications. Furthermore, the aim is also to familiarize students with professional services offered within marketing communications (e.g. advertising agencies).

Contents:

Advertising in different forms, sales promotion, public relations activities and their use.

Learning activities and teaching methods:

16 hours of lectures and discussions, visit lectures, case studies and examples.

Recommended or required reading:

Pickton, D & Broderick, A.: Integrated marketing communication, 2001. Collection of articles and other material announced during the lectures.

Check availability from [here](#).

Assessment methods and criteria:

Lectures and literature examination and/or a practical work.

Grading:

1-5.

Person responsible:

Doctoral Student Mari Ahonen.

721724A: Logistics System Analysis, 5 op**Voimassaolo:** 01.08.2002 -**Opiskelumuoto:** Intermediate Studies**Laji:** Course**Arvostelu:** 1 - 5, pass, fail**Opettajat:** Jouni Juntunen**Opintokohteen kielet:** English**Voidaan suorittaa useasti:** Kyllä**ECTS Credits:**

5 ects.

Language of instruction:

English.

Timing:

Period D.

Learning outcomes:

The objective is to familiarize students with strategic and analytical elements of logistical systems design and management. The students will be prepared to solve and master practical problems of logistics planners and managers.

Contents:

Theoretical approach of the course is operation management. Exercise problems include resource allocation, inventory management, and transportation problems. The systems analysis tools that are practiced during the course are linear programming, simulation, and queuing models.

Learning activities and teaching methods:

Lectures and computer class instruction.

Recommended or required reading:

Nahmias, S. (2001), Production and Operations Analysis, McGraw-Hill, Irwin. Hillier, F.S. & Hillier, M.S. (2003), Introduction to Management Science - A Modeling and Case Studies Approach with Spreadsheets, 2nd ed., McGraw Hill, Irwin. Supplementary material will delivered during the contact hours.

Check availability from [here](#).

Assessment methods and criteria:

Assignments and a class project. Exam.

Grading:

1-5.

Person responsible:

Assistant in logistics.

721413A: Managing Business Relationship, 5 op**Opiskelumuoto:** Intermediate Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Hanna Komulainen

Opintokohteen kielet: Finnish

ECTS Credits:

5 ects.

Language of instruction:

Finnish.

Timing:

Period B.

Learning outcomes:

Upon completion of the course, the student can understand networks as a context in managing business relationships and be able to analyse business relationships with relevant theoretical concepts. In addition, the student should have acquired knowledge and understanding of relationship portfolios, value creation and the development of business relationships, and apply this knowledge in analysing actual business cases.

Contents:

1. Business relationships in the field of marketing,
2. Networks as a context in managing business relationships,
3. Customer and supplier relationship portfolios,
4. Value creation in business relationships,
5. Analysing business relationships,
6. Development of business relationships.

Learning activities and teaching methods:

24 h lectures, case exercises and independent reading of the textbooks.

Recommended or required reading:

Donaldson, B. & O'Toole T. (2002) Strategic Market Relationships. From Strategy to Implementation. Other material announced by the lecturer.

Check availability from [here](#).

Assessment methods and criteria:

Lectures and literature examination.

Grading:

1-5.

Person responsible:

Postdoctoral researcher Hanna Komulainen.

721417A: Marketing Research, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Annu Perttunen

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ects.

Language of instruction:

Finnish.

Timing:

Period C.

Learning outcomes:

Upon completion this intensive course, students understand the importance of marketing research. They are able to use the concepts of marketing research and quantitative tools to practically analyze marketing research information. After the course they know the special characters of quantitative research method and the know how to apply information to conduct the research. Students are able to plan, execute and report a marketing research. In addition, students familiarises themselves with the SPSS-program.

Contents:

Quantitative research from a scientific and practical business point of view. The possibilities and problems of marketing research and the role of marketing research in management decision making. Different phases of marketing research process: planning, identifying the research problem, qualitative and survey research, scaling and sampling, collecting and analyzing the data, reposting the results, and reliability and validity of the research. SPSS-program is used for statistical analysis.

Learning activities and teaching methods:

24 h lectures and exercises where practical work is done in groups, independent reading of the textbooks.

Recommended or required reading:

McDaniel, C. & Gates, R.: Marketing Research Essentials. 1995.

Check availability from [here](#).

Assessment methods and criteria:

Lectures and literature examination, group work.

Grading:

1-5.

Person responsible:

Assistant of Marketing Annu Ristola.

721460S: Marketing Theory, 6 op

Opiskelumuoto: Advanced Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Tähtinen, Jaana Marketta

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

6 ects.

Language of instruction:

Finnish.

Timing:

Period D.

Learning outcomes:

Upon completion of the course, students can apply a metatheoretical framework of different schools of marketing thought. The framework will aid students in using theory in their Master's Thesis.

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.

Recommended optional programme components:

Subject studies in Marketing.

Recommended or required reading:

Baker, M.J. Marketing Theory: a student text, 2000; Möller, K. & Wilson, D. (eds): Business Marketing: An Interaction and Network Perspective, 1995, part IV: Methodological Aspects; Panula, J.: Hämärän taakse: marketologian minuutta etsimässä, 2000.

Check availability from [here](#).

Assessment methods and criteria:

Home exam.

Grading:

1-5.

Person responsible:

Professor Jaana Tähtinen.

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

Opiskelumuoto: Intermediate Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ect.

Language of instruction:

English.

Timing:

Period B.

Learning outcomes:

After having completed this course, students will have an improved understanding of the typical features of high technology firms, their offerings, markets and internationalization. Students will learn to describe and analyze the current state of these issues in high tech firms. Students will also develop their abilities to analyse and report empirical data and to work in a multicultural team.

Contents:

Based on the theoretical view provided in the introductory lectures and literature, students will write an analytical report of the current state of chosen issues (e.g. internationalization, product development, partnering) in case firms through the examination of companies, their offerings and the markets in which they operate.

Learning activities and teaching methods:

6-10 h lectures, company presentations and needed amount of case-sessions and presentations (depending on the number of participating groups). The case firms consist of high tech firms located in the Oulu region. The students are divided into multicultural teams of 4-5 persons and each team is introduced to a specific research topic. The groups make an analytical written report on the case firms and present it to other students in the case-sessions.

Recommended or required reading:

Mohr, J et al., (2005) Marketing of High-Technology Products and Innovations (or older), articles, lecture material and other material named by the lecturer.

Check availability from [here](#).

Assessment methods and criteria:

Group work (60 % of grade is based on written report, 30 % on presentation and 10 % on activity).

Grading:

1-5.

Person responsible:

Doctoral Student Elina Pernu.

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

Opiskelumuoto: Advanced Studies

Laji: Diploma thesis

Arvostelu: A,B,N,C,M,EX,L

Opintokohteen kielet: Finnish, English

ECTS Credits:

30 ects.

Language of instruction:

Finnish.

Timing:

4th year, periods A - D.

Learning outcomes:

Upon completion of the Master's Thesis, the student possesses the skills necessary to acquire independently scientific knowledge and apply it in writing and have the ability to present the thesis. During the process students have deepened their expertise in a chosen area, both on the theoretical and practical level. Students possess the ability to work independently in a problem-oriented and analytical way. Upon completion the student also has intensively practiced writing, argumentation and presentation skills.

Contents:

This course is divided into three intensive seminar modules during which each student presents a thesis plan, theoretical framework, and manuscript.

Learning activities and teaching methods:

During the thesis work, students present three separate reports:

- 1) Thesis plan (2-3 pages)
- 2) Intermediate report/theoretical framework (30-40 pages)
- 3) Manuscript (60-80 pages)

The course begins with an introductory lecture already during the 3rd year spring. The proceeding practices in the following stages are agreed upon during the first sessions in autumn. Students participate in seminars during the academic year, report the progression of the work in seminars and get guidance to proceed. Seminars are compulsory.

Recommended optional programme components:

Subject studies in Marketing, especially A721418 Seminar in Marketing.

Assessment methods and criteria:

Seminars.

Grading:

Approbatur - Laudatur.

Person responsible:

Professors in Marketing.

721462S: Network Theory, 6 op

Opiskelumuoto: Advanced Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Satu Nätti

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

6 ects.

Language of instruction:

Finnish.

Timing:

Period C.

Learning outcomes:

Upon completion of the course, students have deepened their theoretical understanding of business networks. They understand, why the different kinds of networks are important in business life and how we are able to coordinate them considering strategic goals of the company. They can critically apply different theories and conceptions to their business environment, they understand the underlying logic of different types of strategic nets, learning and knowledge transfer within the network likewise sources of conflict and conflict resolution strategies. Learning the kind of frameworks will aid students to evaluate the relevance of such theories and using them in their Master's Thesis.

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, conflict resolution.

Learning activities and teaching methods:

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 during the period B on Faculty's web page. During the period C there will be 21 hours lectures, including group work (article analysis and mini cases). In addition, independent reading of the textbooks.

Recommended optional programme components:

Subject studies in marketing.

Recommended or required reading:

Parolini, C.: The Value Net – A Tool for Competitive Advantage, 1999; Axelsson, B. & Easton, G.: Industrial Networks: A New View of Reality, eds 1992; Håkansson, H. & Snehota, I eds: Developing Relationships in Business Networks, 1995 (sections given by the lecturer before the course).

Check availability from [here](#).

Assessment methods and criteria:

Pre-exam and literature examination.

Grading:

1-5.

Person responsible:

Researcher Satu Nätti.

721423A: Pricing Strategies, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Eriksson, Seppo Allan

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ects.

Language of instruction:

Finnish.

Timing:

Period D.

Learning outcomes:

After the course, the students know the basic concepts and principles related to pricing and are familiar with the ways to calculate costs and prices. They are also able to find information related to pricing and understand the varying approaches to pricing.

Contents:

Price as an element of a marketing strategy, pricing strategies, pricing in different markets.

Learning activities and teaching methods:

24 h lectures, exercises, and independent readings.

Recommended optional programme components:

Recommended or required reading:

Erkki Laitinen (2007): Kilpailukykyä hinnoittelulla. Nagle, T.T. & Holden. R. K.: The Strategy and Tactics of Pricing: a guide to profitable decision making, 2002 and other material named by the lecturers.

Check availability from [here](#).

Assessment methods and criteria:

Examination.

Grading:

1-5.

Person responsible:

Assistant Professor in Marketing N.N. and Senior Lecturer in Accounting Seppo Eriksson.

721409P: Principles of Marketing, 5 op

Opiskelumuoto: Basic Studies

Laji: Course

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 ects.

Language of instruction:

Finnish.

Timing:

Period A.

Learning outcomes:

Upon the completion of this course, the students will have a general view of the background of academic marketing education and research; as well as understands the nature of marketing discipline. After the course, students will have knowledge about exchange in world history and understand the effects of industrialization to

marketing science and practice. They will identify the connections between marketing and business economics and have acquired knowledge about business schools and their importance to business management. In addition, students will recognize the core concepts of marketing.

Contents:

The role of marketing education and research in business schools, definition and phenomena's of marketing, the history of marketing, marketing as a part of business management, core concepts of marketing, marketing as a practice and science.

Learning activities and teaching methods:

25 hours of lectures and independent reading of the textbooks.

Recommended or required reading:

Gummesson, E.: Suhdemarkkinointi: 4P.stä 30R:ään. Kauppakaari Oy. 1997.

Check availability from [here](#).

Assessment methods and criteria:

Lectures and literature examination.

Grading:

1-5.

Person responsible:

Professor Kimmo Alajoutsijärvi.

721412P: Product and Market Strategies, 5 op

Opiskelumuoto: Basic Studies

Laji: Course

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 ects.

Language of instruction:

Finnish.

Timing:

Period A.

Learning outcomes:

After having passed this course, students will have a basic level understanding of the concepts and tools linked to product and market strategies. The course provides fundamental review of pertinent issues considered in marketing management related issues. The course improves students an ability to evaluate different product and market situations among industries and increases the understanding of making strategic product/market decisions.

Contents:

- 1) General tools of marketing management and analysis,
- 2) value perceived by consumers,
- 3) product strategies,
- 4) market segmentation and
- 5) new product development.

Learning activities and teaching methods:

24 h lectures, case exercises, group discussions and independent reading of the textbooks

Recommended or required reading:

Porter, M.E.: Competitive Advantage (1985); Kotler, P. & Keller, K.: Marketing Management. (2006 or older) and other material named by the lecturer.

Check availability from [here](#).

Assessment methods and criteria:

Lectures, literature examination and case exercise.

Grading:

1-5.

Person responsible:

Doctoral Student Ilkka Ojansivu.

721414S: Purchasing and Supplier Relationships, 6 op

Voimassaolo: 01.08.2006 -

Opiskelumuoto: Advanced Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Pauliina Ulkuniemi

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

6 ects.

Language of instruction:

English.

Timing:

Period A.

Learning outcomes:

After passing the course, the students are familiar with the area of industrial purchasing and deepened their understanding of business relationships from the buyer's point of view. They understand the variety of buying related issues that are important in different types of firms and organizations. Moreover, students understand how business relationships can be analyzed from the buyer organization's perspective. They are able to work in assignments involving co-operation with the suppliers of products or services.

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, evaluation of suppliers and intertwinedness of industrial marketing and purchasing.

Learning activities and teaching methods:

20 h lectures, oral exam, case exercises, exam and independent reading of the textbook and other material named by the Lecturer.

Recommended optional programme components:

Subject studies in marketing.

Recommended or required reading:

Gadde, L-E & Håkansson, Håkan: Supply Network Strategies, John Wiley & Sons 2001; and article collection.

Check availability from [here](#).

Assessment methods and criteria:

Oral exams, exam and case exercises.

Grading:

1-5.

Person responsible:

Assistant Professor Pauliina Ulkuniemi.

721428A: Retail Management, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Raimo Kalliopuska

Opintokohteen kielet: Finnish

ECTS Credits:

5 ect.

Language of instruction:

Finnish.

Timing:

Period D.

Learning outcomes:

The objective is to make the student understand the content, logic and management methods of retail management. After finishing the course the student is able to outline and understand the alternative business operation models and the differences of these models; essential content and integration of retail management; the vertical and horizontal logic of the parts in retail management; decisions concerning the line of business, marketing areas, countries and structure possibilities in the network function before the strategic definition of retail concept; principles of strategic definitions in retail business and the content and logic of its different sectors; and to recognize the ECR-operations of the companies belonging to the value net.

Contents:

To introduce students the basic concepts and approaches in retail management. Business operation models, customer-based value production, essential tasks and decision areas in retail management are in the focus of the course.

Learning activities and teaching methods:

24 h lectures, group work and independent reading of the textbooks.

Recommended or required reading:

Finne, S. & Kokkonen, T. Asiakaslähtöinen kaupan arvoketju: Kilpailukykyä ECR-yhteistyöllä, 2005, Kautto, M. & Lindblom, A. Ketju - Kaupan ketjuliiketoiminta, 2004, McGoldrick, P, Retail Marketing, 2nd edn, 2002, Chapters 1-6.

Check availability from [here](#).

Assessment methods and criteria:

Lectures, literature examination and case exercise.

Grading:

1-5.

Person responsible:

Professor Arto Lindblom, Helsinki School of Economics - HSE.

721418A: Seminar in Marketing, 10 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

10 ects.

Language of instruction:

Finnish.

Timing:

Periods C-D.

Learning outcomes:

Upon completion the student should be able to understand the basics of scientific research from the viewpoint of marketing and to practice independent, problem-based and goal oriented research and reporting. The student has the necessary skills in preparing for the Master's thesis. The student has a deepened understanding on the chosen theme, practiced oral communication and argumentative skills in group works and seminar presentations. After the seminar, the student possesses the capabilities needed in independent acquisition of information such as comprehensive search skills with library databases.

Contents:

Introductory lectures of research making and research reporting (period C). Preparing one's own research plan and presenting it in the optima-learning environment. Independent work to conduct and present a research on a chosen topic, acting as an opponent for fellow students (intermediate report and final report during period D). Integrated studies of scientific data acquisition and data bases (organized by University library during the introductory lectures). In addition, as an integrated course, typically course 900056A Taloustieteen tutkimusviestintä (2 ects) is conducted where themes of writing and presenting are covered.

Learning activities and teaching methods:

Introduction lectures, small group seminars and independent writing of a research paper.

Recommended optional programme components:

Basic studies in marketing. This course is primarily designed for students who study marketing as their major subject. When the number of students participating has to be limited, the departments queue rule is applied.

Recommended or required reading:

Handout, article collection and guide for seminar and thesis handout (from the Faculty webpages).

Assessment methods and criteria:

Obligatory presence in introductory lectures, exercises and seminars. Written and oral presentation of personal research. Acting as an opponent to fellow researchers. When the student is aiming at a bachelor degree, a maturity test must be conducted where the knowledge of the theme and skills in Finnish or Swedish are evaluated. In addition, the Bachelor's thesis should be constructed according to the instructions of the Faculty.

Grading:

1-5.

Person responsible:

Researcher Satu Nätti.

721422A: Services and Relationship Marketing, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Pauliina Ulkuniemi

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ects.

Language of instruction:

English.

Timing:

Period A.

Learning outcomes:

Upon completion of this intensive course, students have acquired knowledge and understanding of the principles of services and relationship marketing in the b-to-c setting. In addition, students are familiarized with the derivative of the services marketing approach, the so-called "relationship marketing paradigm". On the basis of this knowledge, students are able to analyse a specific real-life situation in a chosen case company.

Contents:

Based on the theoretical view provided in the introductory lectures, articles and literature, students will write an analytical team-work report of the chosen topic in a case company (e.g. services marketing; service co-creation, service quality, service recovery or relationship marketing; relationship marketing tools, consumer's views to relationship marketing).

Learning activities and teaching methods:

Pre-course examination on the course books, introductory lectures (6-10 h); article analysis and presentations (6-10 h); individual commentary on an article; and a written team-work report. The number of students will be restricted. Please follow the notice boards on the web pages.

Recommended or required reading:

Article collection (from university press before the course starts); Grönroos, C.: Service management and marketing: a customer relationship management approach, 2007; Egan, J.: Relationship Marketing, 2001 or 2004.

Check availability from [here](#).

Assessment methods and criteria:

Group work 75 % (article analysis 30 %, opponent task 10 %, end report 35 %), the individual pre-exam and an article commentary 25 %.

Grading:

1-5.

Person responsible:

Assistant professor Pauliina Ulkuniemi.

721336S: Special Issue, 6 op

Opiskelumuoto: Advanced Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

6 ects.

Language of instruction:

Free.

Timing:

Free.

Learning outcomes:

Upon completion of this course, the student has familiarized with a chosen topic which is not profoundly discussed during other courses. The student knows profoundly the elements of the related literature, what kind of research there is related to this subject and what themes there are still uncovered. The student can apply these concepts and theories and with the help of them to analyze different phenomena in the student's own research and also in business life in general.

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:

Professors.

721464S: Strategic Marketing and Management, 6 op

Opiskelumuoto: Advanced Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Salo, Jari Tapani

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

6 ects.

Language of instruction:

English.

Timing:

Period B.

Learning outcomes:

After this course, students are able to discuss and present issues related to strategic marketing and management. They are able to find relevant information from academic articles, and critically evaluate such publications. Based on this, they are able to both utilize academic materials in their master's theses work, and find managerially relevant issues from the academic writings. Also discussing and giving presentations in English is enhanced.

Contents:

The course introduces to students the heterogeneous field of strategic marketing and management. Besides traditional strategic thinking, various marketing issues are approached from a strategic marketing perspective. These issues include customer relationships, networks and their strategic management, core competence development, value creation in and between companies, and new product development and innovation paradigm.

Learning activities and teaching methods:

Readings and about 22 h meetings (incl. presentations and discussions), and written reports. Two alternative ways to finish the course.

Recommended optional programme components:

Subject studies in marketing.

Recommended or required reading:

Article collection. Mintzberg, H.: The Rise and Fall of Strategic Planning, 1994 and other material appointed by the lecturer.

Check availability from [here](#).

Assessment methods and criteria:

Pre-exam (for all students; passing the pre-exam is required for enrolment), activity during the meetings, written works, presentations and/or exam (depending on the selected alternative).

Grading:

1-5.

Person responsible:

Assistant Professor in Marketing.

721675S: Supply Chain Management, 6 op

Opiskelumuoto: Advanced Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Jari Juga

Opintokohteen kielet: English

ECTS Credits:

6 ects.

Language of instruction:

English.

Timing:

Period C.

Learning outcomes:

The student gains a comprehensive understanding of strategic issues in logistics and supply chain management as well as their management implications with other business functions and partnering organizations.

Contents:

The definition and underlying theoretical models of supply chain management are examined, together with contemporary phenomena and supply chain improvement initiatives. Collaborative supply chain practices (ECR, CPFR, SCOR etc.) are discussed. A special emphasis will be given to the question of supply chain dynamics and integration as well as enabling supply chain technologies and standards.

Learning activities and teaching methods:

Lectures (24 h) with compulsory course assignments (class presentations) and literature.

Recommended or required reading:

Harrison, A. & v.Hoek, R. (2002), Logistics Management and Strategy, Prentice-Hall, Upper Saddle River. Simchi-Levi, D., Kaminsky, P. & Simchi-Levi, E. (2007), Designing and Managing the Supply Chain. McGraw-Hill/Irwin.

Check availability from [here](#).

Assessment methods and criteria:

Exam.

Grading:

1-5.

Person responsible:

Professor of logistics.

721753S: Transport Economics and Policy, 6 op

Voimassaolo: 01.08.2001 -

Opiskelumuoto: Advanced Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Pekkarinen, Saara Marketta

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

6 ects.

Language of instruction:

English.

Timing:

Period D.

Learning outcomes:

The student develops an understanding of the transport sector from the economic point of view, including knowledge of transport policy and law as well the capabilities of understanding and analyzing transport markets.

Contents:

The role of transport in the economy, the markets of of airline, railways, shipping and ports as well as passenger transport are examined from the perspective of the demand, the costs of provision of services, the organization of the supply. The students will also get familiar with transportation policy e.g. (de)regulation, privatization and pricing included the basic facts of EC Transport Law.

Learning activities and teaching methods:

Lectures 12 h and assignments/individual reading.

Recommended or required reading:

Quinet, E. and Vickerman, R. (2004), Principles of Transport Economics, Cheltenham, UK: Edward Elgar.
Required reading according to separate instruction during lectures (delivery through Optima)

Check availability from [here](#).

Assessment methods and criteria:

Exam.

Grading:

1-5.

Person responsible:

D.Sc. Saara Pekkarinen.

721722A: Transport Law, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Pulkkinen Markku

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ects.

Language of instruction:

Finnish.

Timing:

Period B.

Learning outcomes:

The student knows how to make contracts related to procurement and transport, combined with a general understanding of transport contracts in contract law and transport legislation. The student is familiar with the normative basis of transport law and knows where to find the related norms and legislation.

Contents:

Transport transactions, payment and financing, international transport legislation, handling of disputes, and international commercial cooperation.

Learning activities and teaching methods:

Introductory lecture 3 h and independent study of the literature. The course is intended only for students of logistics.

Recommended or required reading:

Sisula-Tulokas, Leena: Kuljetusoikeuden perusteet, 2. uudistettu painos, 2003; Sisula-Tulokas, L: Ulkomaankauppoikeus.1998; Supplementary readings to be announced at the introductory lecture.

Check availability from [here](#).

Assessment methods and criteria:

Exam.

Grading:

1-5.

Person responsible:

Markku Pulkkinen, LL.M.