

Opasraportti

TaTK - Marketing 2011-2012 (2011 - 2012)

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

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
 721422A Services Marketing 5 ects
 721423A Pricing Strategies 5 ects
 721427A Brand Management 5 ects
 721428A Retail Management 5 ects
 721724A Logistics systems analysis 5 ects
 721426A Electronic Commerce 5 ects
 721430A Firm project in Marketing 5 ects

721671A Business to Business Electronic Commerce 5 ects
 721004A Additional intermediate studies in Marketing 5 ects
 721241A Field Project 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 6 ects
 721464S Strategic Marketing and Management 6 ects
 721672S Economics of Network Industries 6 ects
 721675S Supply chain management 6 ects
 721468S Analysis of Changing Business Logic - the Case of ICT 6 ects
 721471S Current Issues in Service Marketing 6 ects
 721470S Organising Marketing 6 ects
 721472S Digital Marketing 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
 721671A: Business to Business Electronic Commerce, 5 op
 721424P: Business to Business Marketing, 5 op
 721419P: Consumer Behavior, 5 op
 721471S: Current Issues in Service Marketing, 6 op
 721472S: Digital Marketing, 6 op
 721672S: Economics of Network Industries, 6 op
 721426A: Electronic Commerce, 5 op
 721430A: Firm Project in Marketing, 5 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
 721460S: Marketing Theory, 6 op
 721430S: Master's Thesis, Marketing, 30 op
 721462S: Network Theory, 6 op
 721470S: Organising Marketing, 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 Marketing, 5 op
 721336S: Special Issue, 6 op
 721464S: Strategic Marketing and Management, 6 op
 721675S: Supply Chain Management, 6 op

Opintojaksojen kuvaukset

Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

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

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Sinisalo, Jaakko Lauri Juhani

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ects.

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

Vastuuyksikkö: Oulu Business School

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 or required reading:

Pre-examination text book Hoch et al. "Secrets of Software Success", case descriptions and other materials are announced at the beginning of the course.

Check availability [here](#).

Assessment methods and criteria:

Pre-exam, lectures, group analyses.

Grading:

1-5.

Person responsible:

Veikko Seppänen.

Other information:

The number of students is limited.

721427A: Brand Management, 5 op

Voimassaolo: 01.08.2007 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Minna Törmälä, Saila Saraniemi

Opintokohteen kielet: Finnish

ECTS Credits:

5 ects.

Language of instruction:

Finnish.

Timing:

Period B.

Learning outcomes:

Upon completion this intensive course, the students are able to systematically plan, analyze and identify diversified brand strategies. Students are able to assess the brand value for a customer, for a firm and for stakeholders. The students are able to argument and discuss the brand phenomenon and related concepts (image, identity, reputation). In addition, the students are able to identify and analyze different phases of branding process and identify different research possibilities within the brand phenomenon. Accordingly the students are able to apply brand perspective as a strategic asset of businesses.

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-exam on the three articles (will be announced in August), introductory and guest lectures, articles and group presentations, active discussion, learning diary.

Recommended optional programme components:

Integrated Marketing Communications (721416A).

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:

University lecturer Saila Saraniemi and doctoral student Minna Mäläskä.

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

Vastuuyksikkö: Oulu Business School

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 recognizes how logistics contributes to business competitiveness and is able to specify central planning principles in logistics management. The student can describe interdependencies between logistics activities and can solve basic problems in materials management and inventory control.

Contents:

Topics include logistics tradeoffs, logistics service level, transport and inventory management, logistics performance, basic production planning and order scheduling, just-in-time logistics, and green logistics.

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 Jari Juga.

Other information:

The number of students is limited.

721671A: Business to Business Electronic Commerce, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Salo, Jari Tapani

Opintokohteen kielet: Finnish

ECTS Credits:

5 ects.

Language of instruction:

English.

Timing:

Period B.

Learning outcomes:

To introduce students to different possibilities to utilize different electronic commerce tools in business or industrial marketing context. Students are able to decide on different types tools to be utilized in different market contexts.

Contents:

First, industrial context and different types of operationalizations of electronic commerce tools are introduced. The course creates advanced understanding of different electronic commerce tools such as RFIDs, Extranets, Electronic marketplaces, electronic auctions, ERPs, mobile solutions and other pertinent electronic commerce tools. Specific attention is given how does information technology alter marketing in industrial or business market context.

Learning activities and teaching methods:

1. Lectures (24 h), 2. Group exercises 3. Exam

Recommended optional programme components:

Two basic level courses in marketing

Recommended or required reading:

A collection of articles assigned by the lecturer.

Assessment methods and criteria:

Group exercises (50%) and exam (50%).

Grading:

1-5.

Person responsible:

Professor Jari Salo.

Other information:

The number of students is limited.

721424P: Business to Business Marketing, 5 op

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

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 ects.

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. They are able to compare business-to-business marketing and consumer marketing and to apply principles of organisational buying behaviour in their work. In addition, students will have an ability to assess relevant issues in the strategy formation in business-to-business environment and an ability to evaluate different channel possibilities.

Contents:

1) Characteristics of Business-to-Business marketing and value creation; 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:

Assistant professor Satu Nätti.

Other information:

The number of students is limited.

721419P: Consumer Behavior, 5 op

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

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:

N.N.

Other information:

The number of students is limited.

721471S: Current Issues in Service Marketing, 6 op

Voimassaolo: 01.08.2011 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Saira Saraniemi

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

6 ects.

Language of instruction:

English.

Timing:

Period C.

Learning outcomes:

Upon completion of this course, students are able to analyse distinctive and new ways of marketing thinking that are needed in service dominant (post) modern economies. In addition, students are able to compare and assess different service marketing theories. Students are able to select appropriate theories for creating strategies and business models in diversified cases of service marketing.

Contents:

Themes covered in this course include service-dominant logic, interaction and co-creation perspectives on services, professional services, service modularity and service marketing innovation perspective. The course takes both b2b and consumer perspectives through emphasizing interdisciplinary focus to current service marketing issues.

Learning activities and teaching methods:

Pre-course examination, lectures, related group works and case exercises, other obligatory exercises.

Recommended optional programme components:

Obligatory intermediate level courses in marketing and Services and relationship marketing.

Recommended or required reading:

Article collection and other material named by lecturers.

Assessment methods and criteria:

Pre-exam and obligatory exercises.

Grading:

1-5.

Person responsible:

Associate professor Saara Pekkarinen, University lecturer Saira Saraniemi, Postdoctoral researcher Hanna Komulainen.

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

Ei opintojaksokuvauksia.

721672S: Economics of Network Industries, 6 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

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 Timo Koivumäki.

Other information:

The number of students is limited.

721426A: Electronic Commerce, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Timo Koivumäki

Opintokohteen kielet: Finnish

ECTS Credits:

5 ects.

Language of instruction:

Finnish.

Timing:

Period C.

Learning outcomes:

Upon completion of this course, student is able to apply digital marketing theories for choosing digital marketing strategies.

Contents:

Lectures will deal with the following issues: the effects of digitalization to the networks, market structures and consumer behavior. In addition, different business models for digital products are introduced (production, distribution, pricing and cost issues).

Learning activities and teaching methods:

Lectures and group work.

Recommended or required reading:

Turban, King, McKay, Marshall, Lee, Viehland (2008) Electronic Commerce - A Managerial Perspective, Prentice Hall; article collection; other additional reading will be assigned during the lectures. Check availability from [here](#).

Assessment methods and criteria:

Exam.

Grading:

1-5.

Person responsible:

Research professor Timo Koivumäki.

Other information:

The number of students is limited.

721430A: Firm Project in Marketing, 5 op

Voimassaolo: 01.08.2011 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Salla Saraniemi, Jari Juga

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ect.

Language of instruction:

Finnish.

Timing:

Periods A-B.

Learning outcomes:

Upon completion of this course, students are able to plan and organize a marketing project for a firm. Students are able to work in groups, identify and divide roles of project work and apply project management skills to practical firm projects. Students are able to implement and solve a firm-based problem in a fixed schedule. In addition, a student is able to present and report different phases of the project (oral and in writing) and use project management software for describing, planning, follow-up and reporting of the project.

Contents:

Project management skills, planning, implementing, follow-up and reporting of the project.

Learning activities and teaching methods:

1. Pre course examination, 2. Lectures, 3. Group Project Work.

Recommended optional programme components:

Basic studies of marketing.

Recommended or required reading:

Will be announced before the course starts.

Assessment methods and criteria:

Pre-exam, project management, reporting of the project.

Grading:

1-5.

Person responsible:

University lecturer Salla Saraniemi, Professor Jari Juga and other supervisors for the projects.

Other information:

The number of students is limited.

721415A: Industrial Sales Management, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Johnston Wesley, Jouni Juntunen

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ects.

Language of instruction:

English.

Timing:

Period A.

Learning outcomes:

After the course, 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.

Other information:

The number of students is limited.

721416A: Integrated Marketing Communications, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Henri Weijo

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ects.

Language of instruction:

Finnish.

Timing:

Period C.

Learning outcomes:

Upon completion of this course students are able to identify different forms and actors of marketing communications (e.g. advertising, public relations, sales promotion) in b2c and b2b markets. Students are able to analyze and develop integrated marketing communications and create a marketing communications plan for an organization.

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 optional programme components:

Principles of Marketing (721409P) and Product and Market Strategies (721412P).

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:

Researcher Mari Ahonen.

Other information:

The number of students is limited.

721724A: Logistics System Analysis, 5 op

Voimassaolo: 01.08.2002 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

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:

After this course, the students will be able to optimize and simulate strategic and analytical elements of logistical systems design and management. In addition, the students will be able to solve and master basic practical problems

of logistics planners and managers, and further, apply optimization and simulation tools for advance level problems.

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 optional programme components:

Business logistics 721704P

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 professor Jouni Juntunen.

Other information:

The number of students is limited.

721413A: Managing Business Relationship, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

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, students are able to identify networks as a context of managing business relationships. They are able to define and describe different theoretical approaches to business relationship management, e.g. relationship portfolios, key account management, value creation and development of relationships. In addition, students are able to apply theoretical concepts in analysing business relationships and can suggest strategies to different types of business situations.

Contents:

1. Business relationships in the field of marketing
2. Networks as a context in managing business relationships
3. Customer/supplier portfolios and key account management

4. Conceptual models for analysing business relationships
5. Value creation in business relationships
6. Development of business relationships.

Learning activities and teaching methods:

24 h lectures, related group works and mini cases, other obligatory exercises, an exam of the course material.

Recommended optional programme components:

Two basic level courses in marketing.

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:

Exam and obligatory exercises.

Grading:

1-5.

Person responsible:

Postdoctoral researcher Hanna Komulainen.

Other information:

The number of students is limited.

721460S: Marketing Theory, 6 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: 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 compare different schools of marketing thought and classify studies into the schools. 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?

Learning activities and teaching methods:

24 h classes & teamwork, 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:

Self-assessment, home exam.

Grading:

1-5.

Person responsible:

Professor Jaana Tähtinen.

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 ect.

Language of instruction:

Finnish.

Timing:

Periods A - D.

Learning outcomes:

Upon completion of the Master's Thesis, the student possesses the skills necessary to acquire independently scientific knowledge and communicate it in a convincing manner. During the process students have developed theoretical and practical expertise in a chosen area.

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:

A721418 Seminar in Marketing.

Assessment methods and criteria:

See working methods.

Grading:

1-5.

Person responsible:

Professors in Marketing.

Other information:

The number of students is limited.

721462S: Network Theory, 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.

Language of instruction:

Finnish.

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 business life and how they are able to coordinate them considering strategic goals of the company. They can critically apply different theories and conceptions to their business environment. They are able to analyse the underlying logic of different types of strategic nets, learning and knowledge transfer within the 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.

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 24 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:

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

Check availability from [here](#).

Assessment methods and criteria:

- 1) Pre-exam, 2) group work and 3) final exam.

Grading:

1-5.

Person responsible:

Assistant professor Satu Nätti.

Other information:

The number of students is limited.

721470S: Organising Marketing, 6 op

Voimassaolo: 01.08.2011 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Elina Pernu

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

6 ects.

Language of instruction:

Finnish.

Timing:

Period D.

Learning outcomes:

Upon completion of the course, the student will be able to organise different marketing tasks both in strategic and operative levels. The student is able to analyse the role of marketing and organise marketing in different sized organisations and in different organisation forms. The student pays attention to the cooperation between different functional units as well as to knowledge sharing in organisations. The student identifies the principles of developing key account management system from the viewpoints of structure, knowledge sharing, and key account manager.

Contents:

Lectures and presentations of course assignments will include following themes: 1) Organising marketing: "from small to large organisation", 2) The role of internal integration and knowledge sharing in managing customers, 3) The structure of key account management systems (e.g. KAM and KAM teams), 4) The capabilities of a key account manager, 5) Organisation-specific knowledge and customer knowledge management, 6) Organising marketing in consumer context, 7) Special issues in organising marketing in different contexts (e.g. expert organisations).

Learning activities and teaching methods:

24 hours of compulsory lectures and a course assignment. Introductory lectures will be held in the beginning of period B and presentations of course assignments in the end of period B.

Recommended optional programme components:

Seminar in Marketing (A721418).

Recommended or required reading:

Article collection and lecture material.

Assessment methods and criteria:

Course assignment and exam.

Grading:

1-5.

Person responsible:

Assistant Professor Satu Nätti and doctoral student Elina Pernu.

Other information:

The number of students is limited.

721423A: Pricing Strategies, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Pekkarinen, Saara Marketta

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ects.

Language of instruction:

Finnish.

Timing:

Period D.

Learning outcomes:

After the course students can identify and evaluate the principles of 3Cs' pricing strategies in marketing. They are able to plan and assess pricing models according to customer orientation, value differentiation, and costs. Students also have a coherent view about the role of pricing in marketing strategies both in consumer and business markets.

Contents:

Themes covered in this course are the principles and concepts of pricing decisions and strategies: customer value-based pricing, competition-based market-oriented pricing and costs-based pricing. Different types of pricing cases both in consumer and business markets are conducted.

Learning activities and teaching methods:

24 h lectures (incl. visitors), individual and team work, and individual reading.

Recommended optional programme components:**Recommended or required reading:**

Nagle, T. T. & Hogan J. E.: The Strategy and Tactics of Pricing: A Guide to Growing More Profitably, fourth ed., 2006, an article collection and other material informed by the lecturer.

Check availability from [here](#).

Assessment methods and criteria:

Team work, self-assessment, and an examination.

Grading:

1-5.

Person responsible:

Associate professor Saara Pekkarinen.

Other information:

The number of students is limited.

721409P: Principles of Marketing, 5 op

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Annu Perttunen

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:

Annu Ristola.

Other information:

The number of students is limited.

721412P: Product and Market Strategies, 5 op

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Ilkka Ojansivu

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 are able to identify the concepts and tools linked to product and market strategies. The course improves students' ability to evaluate different product and market situations among industries and propose solutions to strategic product/market decisions. Furthermore, students is able to explain the content and stages of marketing management process.

Contents:

1) Analyzing marketing opportunities, 2) Market segmentation, targeting and positioning, 3) Developing marketing strategies 4) Planning marketing programs

Learning activities and teaching methods:

25 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 newer) 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:

Professor Jari Salo and doctoral student Ilkka Ojansivu.

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 ect.

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, 2001, John Wiley 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.

Other information:

The number of students is limited.

721428A: Retail Management, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Raimo Kalliopuska

Opintokohteen kielet: Finnish

ECTS Credits:

5 ects.

Language of instruction:

Finnish.

Timing:

Period D.

Learning outcomes:

After the course the student is able to evaluate the content, logic and management methods of retail management. The student is able to outline 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:

Visiting professor N.N.

Other information:

The number of students is limited.

721418A: Seminar in Marketing, 10 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

10 ect.

Language of instruction:

Finnish.

Timing:

Periods C-D.

Learning outcomes:

Upon completion this course, the students will be able to independently write, comment and evaluate scientific text in marketing field. They are able to critically choose research materials, data, and documents as well as analyze, interpret, and modify scientific information. Students are able to discuss and make conclusions based on the gathered information and present (orally) and report (in writing) the implementation and results of the study.

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 ect) 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 and Research methods. 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:

Senior lecturer Salla Saraniemi, other supervisors postdoctoral researcher Hanna Komulainen and assistant professor Jouni Juntunen.

Other information:

The number of students is limited.

721422A: Services Marketing, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Pauliina Ulkuniemi

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ect.

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 marketing in the b-to-c setting. Students know the diversity of services and their role as a part of different businesses especially within consumer contexts. Students are also aware of the customer's specific role in the service process and the impact of this to the business. On the basis of this knowledge, students are able to evaluate service quality and customer satisfaction and identify elements of customer perceived value in service contexts. Students are also able to see development areas within real-life service firms and make plans for developing marketing in these .

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 etc.).

Learning activities and teaching methods:

Pre-course examination on the course books, introductory lectures (10 h); article analysis and presentations (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 optional programme components:

Basic studies in marketing

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.

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.

Other information:

The number of students is limited.

721336S: Special Issue, 6 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

Depends on the extent of the course.

Language of instruction:

Free.

Timing:

Free.

Learning outcomes:**Contents:**

Varied.

Learning activities and teaching methods:

Varied.

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.

Grading:

1-5

Person responsible:

Professors.

721464S: Strategic Marketing and Management, 6 op

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.

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.

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.

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:

N.N.

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 ects.

Language of instruction:

English.

Timing:

Period C.

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:

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 assignment.

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 Jari Juga.

Other information:

The number of students is limited.

