

University of Oulu, Master of Science, Marketing 2019-2020

| Code                    | Course name and ECST Credits  | Preferred timing |    |        |    |                  |    |        |    |
|-------------------------|---|------------------|----|--------|----|------------------|----|--------|----|
|                         |   | 1. academic year |    |        |    | 2. academic year |    |        |    |
|                         |   | autumn           |    | spring |    | autumn           |    | spring |    |
|                         |   | 1P               | 2P | 3P     | 4P | 1P               | 2P | 3P     | 4P |
|                         | <b>First year fall courses</b>  |                  |    |        |    |                  |    |        |    |
| <a href="#">721433S</a> | Consumer Behavior, 6 ECTS Credits   | 6                |    |        |    |                  |    |        |    |
| <a href="#">721471S</a> | Service Marketing and Management, 6 ECTS Credits  | 6                |    |        |    |                  |    |        |    |
| <a href="#">721434S</a> | Selling and Sales Management, 6 ECTS Credits  |                  | 6  |        |    |                  |    |        |    |
| <a href="#">721472S</a> | Digital Marketing, 6 ECTS Credits   |                  | 6  |        |    |                  |    |        |    |
|                         | Language Studies*, 5 ECTS Credits   | 2                | 3  |        |    |                  |    |        |    |
| <a href="#">721011Y</a> | Orientation Course for New Students, 1 ECTS Credits   | 1                |    |        |    |                  |    |        |    |
|                         |   |                  |    |        |    |                  |    |        |    |
|                         | <b>First year spring courses</b>  |                  |    |        |    |                  |    |        |    |
| <a href="#">721469S</a> | Business Marketing in Networks, 6 ECTS Credits  |                  |    | 6      |    |                  |    |        |    |
| <a href="#">721436S</a> | Brand Management, 6 ECTS Credits  |                  |    | 6      |    |                  |    |        |    |
| <a href="#">721559S</a> | Venture Growth Strategies, 6 ECTS Credits   |                  |    |        | 6  |                  |    |        |    |
| <a href="#">721460S</a> | Marketing Theory, 6 ECTS Credits  |                  |    |        | 6  |                  |    |        |    |
| <a href="#">721064S</a> | Methods in Business Research, 6 ECTS Credits  |                  |    |        | 6  |                  |    |        |    |
|                         |   |                  |    |        |    |                  |    |        |    |
|                         | <b>Second year courses</b>  |                  |    |        |    |                  |    |        |    |
| <a href="#">721070S</a> | Globally Responsible Business, 6 ECTS Credits   |                  |    |        |    |                  |    | 6      |    |
|                         | <i>Select 4 courses:</i>  |                  |    |        |    |                  |    |        |    |
| <a href="#">721473S</a> | Quantitative Methods in Marketing Research, 6 ECTS Credits  |                  |    |        |    | 6                |    |        |    |
| <a href="#">721567S</a> | Technology and Data Analytics, 6 ECTS Credits   |                  |    |        |    |                  | 6  |        |    |
| <a href="#">721463S</a> | Sustainable Marketing Management, 6 ECTS Credits  |                  |    |        |    |                  | 6  |        |    |
| <a href="#">721474S</a> | Procurement and Supply Chain Management, 6 ECTS Credits   |                  |    |        |    | x                |    |        |    |
| <a href="#">721475S</a> | Service Design Project, 6 ECTS Credits  |                  |    |        |    |                  |    |        | 6  |
| <a href="#">721476S</a> | Readings in Marketing, 6 ECTS Credits   |                  |    |        |    |                  |    |        |    |
| <a href="#">721065S</a> | Internship, 6 ECTS Credits  |                  |    |        |    |                  |    |        |    |
| <a href="#">721336S</a> | Special Issue, 6 ECTS Credits   |                  |    |        |    |                  |    |        |    |
|                         |   |                  |    |        |    |                  |    |        |    |
|                         | <b>Master's Thesis</b>  |                  |    |        |    |                  |    |        |    |
| <a href="#">721430S</a> | Master's thesis, Marketing, 30 ECTS Credits   |                  |    |        |    | 6                | 6  | 9      | 9  |
|                         |   |                  |    |        |    |                  |    |        |    |
|                         | * List of courses that can be chosen will be provided: Finnish courses for foreign students and Academic English for Business (902177Y) English course for Finnish-speaking students. |                  |    |        |    |                  |    |        |    |
|                         | <b>ECTS Credits / Period (15 credits)</b>   | 15               | 15 | 12     | 18 | 12               | 18 | 15     | 15 |
|                         | <b>ECTS Credits / Semester (30 credits)</b>   | 30               |    | 30     |    | 30               |    | 30     |    |
|                         | <b>ECTS Credits / Academic year (60 credits)</b>  | 60               |    |        |    | 60               |    |        |    |
|                         | <b>Degree (120 credits)</b>   | 120              |    |        |    |                  |    |        |    |