

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
Note! Course descriptions will be updated during spring 2019.									
	<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>								
721469S	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>								
721473S	Quantitative Methods in Marketing Research, 6 ECTS Credits					6			
721567S	Technology and Data Analytics, 6 ECTS Credits						6		
<a href="#">721463S</a>	Sustainable Marketing Management, 6 ECTS Credits						6		
721474S	Procurement and Supply Chain Management, 6 ECTS Credits					x			
721475S	Service Design Project, 6 ECTS Credits								6
721476S	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 English courses 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							