

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
	First year fall courses								
721433S	Consumer Behavior, 6 ECTS Credits	6							
721471S	Service Marketing and Management, 6 ECTS Credits	6							
721434S	Selling and Sales Management, 6 ECTS Credits		6						
721472S	Digital Marketing, 6 ECTS Credits		6						
	Language Studies*, 5 ECTS Credits	2	3						
721011Y	Orientation Course for New Students, 1 ECTS Credits	1							
	First year spring courses								
721469S	Business Marketing in Networks, 6 ECTS Credits			6					
721436S	Brand Management, 6 ECTS Credits			6					
721559S	Venture Growth Strategies, 6 ECTS Credits				6				
721460S	Marketing Theory, 6 ECTS Credits				6				
721064S	Methods in Business Research, 6 ECTS Credits				6				
	Second year courses								
721070S	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		
721463S	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								
721065S	Internship, 6 ECTS Credits								
721336S	Special Issue, 6 ECTS Credits								
	Master's Thesis								
721430S	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.								
	ECTS Credits / Period (15 credits)	15	15	12	18	12	18	15	15
	ECTS Credits / Semester (30 credits)	30		30		30		30	
	ECTS Credits / Academic year (60 credits)	60				60			
	Degree (120 credits)	120							