# Degree Programme in Marketing

**M.Sc. (Econ. & Bus. Adm.) in Marketing**

- **2 years, 120 ECTS Credits**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
<th>New Code</th>
<th>Old Code</th>
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</thead>
<tbody>
<tr>
<td>721432S</td>
<td>Managing Customer Relationships</td>
<td>6</td>
<td>721469S</td>
<td>721432S</td>
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<tr>
<td>721445S</td>
<td>Purchasing and Supplier Relationships*</td>
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<td>721414S</td>
<td>Purchasing and Supplier Relationships*</td>
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<td>721474S</td>
<td>721414S</td>
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<td>721436S</td>
<td>Service Marketing and Management*</td>
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<td>721463S</td>
<td>Sustainable Marketing Management*</td>
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<tr>
<td>721465S</td>
<td>Marketing Theory</td>
<td>6</td>
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<tr>
<td>721462S</td>
<td>Business Networks</td>
<td>6</td>
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<td>721460S</td>
<td>Brand Management*</td>
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<td>721430S</td>
<td>Master’s Thesis in Marketing</td>
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<tr>
<td>721064S</td>
<td>Methods in Business Research</td>
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<td>721065S</td>
<td>Internship</td>
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<td>721070S</td>
<td>Globally Responsible Business</td>
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<td>721336S</td>
<td>Special Issue</td>
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<tr>
<td>721066S</td>
<td>Finnish language courses for international students</td>
<td>6</td>
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**Core courses:** 721432S Managing Customer Relationships, 721465S Business Networks, 721460S Marketing Theory, 721064S Methods in Business Research, 721070S Globally Responsible Business, and 721430S Master’s Thesis in Marketing. These courses (or courses with equivalent content offered by other universities) should be included in the student’s study plan. Courses marked with * can be replaced by 721065S Internship, 721336S Special Issue or Finnish language (each of these can only be taken once), or other suitable marketing courses e.g. in exchange universities.

**Course for Students' organization:** can include either internship or special issue course

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**Moduuli 1: Discovering Marketing Fundamentals**

- 721432S Managing Customer Relationships
- 721460S Marketing Theory
- 721462S Business Networks
- 721064S Methods in Business Research
- 721070S Globally Responsible Business
- 721430S Master’s Thesis in Marketing

**Moduuli 2: Enriching Marketing Skills**

- 721445S Purchasing and Supplier Relationships
- 721414S Purchasing and Supplier Relationships
- 721436S Service Marketing and Management
- 721463S Sustainable Marketing Management
- 721430S Master’s Thesis in Marketing

**Moduuli 3: Advancing Marketing Knowledge**

- 721465S Marketing Theory
- 721064S Methods in Business Research
- 721070S Globally Responsible Business
- 721336S Special Issue

**Moduuli 4: Creating Marketing Contribution**

- 721430S Master’s Thesis in Marketing

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**Total ECTS Credits:** 120

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**Change:**

- 721432S Managing Customer Relationships: leaves from education, combines with Business network -course: Business Marketing in networks (new code 721469S, can’t take same time with previous courses)
- 721445S Purchasing and Supplier Relationships*: leaves from education, combines with Supply chain management -course: Procurement and supply chain management (new code 721474S, can’t take same time with previous courses)
- 721436S Service Marketing and Management*: leaves from education, combines with Managing customer relationships -course: Business Marketing in networks (new code 721469S, can’t take same time with previous courses)
- 721460S Brand Management*: new code 721473S; new name; Quantative methods in marketing research (can’t do same time with Quantitative Research and Business Intelligence)
- 721432S Managing Customer Relationships: leaves from education, combines with Business network -course: Business Marketing in networks (new code 721469S, can’t take same time with previous courses)
- 721462S Business Networks: leaves from education, combines with Managing customer relationships -course: Business Marketing in networks (new code 721469S, can’t take same time with previous courses)
- 721451S Quantitative Research and Business Intelligence*: new code 721475S, new name; Quantitative methods in marketing research (can’t do same time with Quantitative Research and Business Intelligence)
- 721430S Master’s Thesis in Marketing: new code 721474S, new name; Quantative methods in marketing research (can’t do same time with Quantitative Research and Business Intelligence)
- 721445S Purchasing and Supplier Relationships*: leaves from education, combines with Supply chain management -course: Procurement and supply chain management (new code 721474S, can’t take same time with previous courses)
- 721414S Purchasing and Supplier Relationships*: leaves from education, combines with Supply chain management -course: Procurement and supply chain management (new code 721474S, can’t take same time with previous courses)
- 721430S Master’s Thesis in Marketing: new code 721474S, new name; Quantative methods in marketing research (can’t do same time with Quantitative Research and Business Intelligence)
- 721463S Sustainable Marketing Management*: leaves from education, combines with Supply chain management -course: Procurement and supply chain management (new code 721474S, can’t take same time with previous courses)
- 721465S Marketing Theory: new code 721473S; new name; Quantative methods in marketing research (can’t do same time with Quantitative Research and Business Intelligence)
- 721430S Master’s Thesis in Marketing: new code 721474S, new name; Quantative methods in marketing research (can’t do same time with Quantitative Research and Business Intelligence)

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**Change 2019-2020:**

- 721430S Master’s Thesis in Marketing: new code 721474S, new name; Quantative methods in marketing research (can’t do same time with Quantitative Research and Business Intelligence)
- 721460S Brand Management*: new code 721473S; new name; Quantative methods in marketing research (can’t do same time with Quantitative Research and Business Intelligence)
- 721445S Purchasing and Supplier Relationships*: leaves from education, combines with Supply chain management -course: Procurement and supply chain management (new code 721474S, can’t take same time with previous courses)