

Code and link to the course description in	Course name and ECST Credits	Change	
2018-2019		2019-2020	
<b>Moduuli 1: Discovering Marketing Fundamentals</b>			
<a href="#">721433S</a>	Consumer Behavior *	6	stays same
<a href="#">721434S</a>	Selling and Sales Management *	6	stays same
<a href="#">721432S</a>	Managing Customer Relationships	6	leaves from education, combines with Business network -course: Business Marketing in networks (new code 721469S, can't take same time with previous courses)
<a href="#">721414S</a>	Purchasing and Supplier Relationships*	6	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)
<a href="#">721472S</a>	Digital Marketing*	6	stays same
<b>Moduuli 2: Enriching Marketing Skills</b>			
<a href="#">721462S</a>	Business Networks	6	leaves from education, combines with Managing customer relationships -course: Business Marketing in networks (new code 721469S, can't take same time with previous courses)
<a href="#">721436S</a>	Brand Management *	6	stays same
<a href="#">721460S</a>	Marketing Theory	6	stays same
<a href="#">721435S</a>	Quantitative Research and Business Intelligence *	6	new code 721473S; new name: Quantitative methods in marketing research (can't do same time with Quantitative Research and Business Intelligence)
	Elective advanced course from International Business Management*	6	choose one other course from IBM new degree structure
<b>Moduuli 3: Advancing Marketing Knowledge</b>			
<a href="#">721471S</a>	Service Marketing and Management*	6	stays same
<a href="#">721064S</a>	Methods in Business Research	6	stays same
<a href="#">721675S</a>	Supply Chain Management*	6	leaves from education, combines with Purchasing and supplier relationships -course: Procurement and supply chain management (new code 721474S, can't take same time with previous courses)
<a href="#">721463S</a>	Sustainable Marketing Management*	6	stays same
<a href="#">721070S</a>	Globally Responsible Business	6	stays same
<b>Moduuli 4: Creating Marketing Contribution</b>			
<a href="#">721430S</a>	Pro gradu -tutkielma, markkinointi	30	stays same
<b>Lisätietoja</b>			
	* The course can be replaced by one of the following courses. Each may only be taken once.		
<a href="#">721065S</a>	Internship	6	stays same
<a href="#">721336S</a>	Special Issue	6	stays same
	Finnish language courses (for international students)	6	stays same
	Board membership in Students' organization	6	can include either Internship or Special Issue course
	Core courses: 721432S Managing Customer Relationships, 721462S 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.		
<b>Yhteensä</b>		<b>120</b>	

NOTE! If you have not done either of these combining courses, you have to take this new course and one course from the following list.

To replace the leaving courses you can take a course from the 2019-2020 degree structure: 721567S Technology and Data Analytics, 6 op; 721475S Service Design Project, 6 op; 721476S Readings in Marketing, 6 op; 721559S Venture growth strategies, 6 op

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NOTE! This will move from period 1 to period 4; 2019-2020 will be taught both in 1st and 4th period