

University of Oulu

Master of Science (Economics and Business Administration) 2018-2019

Master's Programme in Marketing

Marketing										
Year/Term			1st autumn		1st spring		2nd autumn		2nd spring	
Code	Title	ECTS	1	2	3	4	1	2	3	4
Module 1: Discovering Marketing Fundamentals										
721433S	Consumer Behavior *	6	6							
721434S	Selling and Sales Management *	6	6							
721432S	Managing Customer Relationships	6		6						
721414S	Purchasing and Supplier Relationships*	6		6						
721472S	Digital Marketing*	6		6						
Module 2: Enriching Marketing Skills										
721462S	Business Networks	6			6					
721436S	Brand Management	6			6					
721460S	Marketing Theory	6				6				
721435S	Quantitative Research and Business Intelligence *	6				6				
	Elective advanced course from International Business Management*	6				6				
Module 3: Advancing Marketing Knowledge										
721471S	Service Marketing and Management*	6					6			
721064S	Methods in Business Research	6					6			
721675S	Supply Chain Management*	6						6		
721463S	Sustainable Marketing Management*	6						6		
721070S	Globally Responsible Business	6							6	
Module 4: Creating Marketing Contribution										
721430S	Master's Thesis in Marketing	30						6	9	15
More information										
	* The course can be replaced by one of the following courses. Each may only be taken once.									
721065S	Internship	6								
721336S	Special Issue	6								
	Finnish language courses (for international students)	6								
	Board membership in Students' organization	6								
	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.									
Sum			30	30			30	30		
Sum			60				60			