

# Opasraportti

## OBS - Master of Science, Marketing (2017 - 2018)

This guide describes the contents of this master's programme. More information about studying at the business school can be found in the general study guide for Oulu Business School's master level students.

### Master's Programme in Marketing

Marketing education develops your expertise in the fundamentals of marketing, such as campaign design or branding. Moreover, you can familiarize yourself in organizational buying behavior, logistics and digitalization of business within changing global markets. Marketing graduates will be equipped with numerous capabilities needed in the business world.

### General Learning Outcomes

- Analytical thinking and problem solving – our graduates are able to solve business and/or economic problems and make business decisions.
- Disciplinary knowledge – our graduates demonstrate deep and coherent understanding of an academic field of study.
- Business knowledge - our graduates demonstrate deep understanding of their own profession, and are able to use, process and analyze economic and/or business information.
- Globally responsible leadership – our graduates are able to act as future generators of sustainable value for business and society.
- Communication skills - our graduates demonstrate professional oral and written communication knowledge and skills appropriate for business situations.

### Degree structure

<http://webcgi.oulu.fi/studiag/index.php?kieli=2&kaavio=469>

### Learning Outcomes in the Marketing programme:

After attaining the degree the student is able to produce novel marketing knowledge for the needs of businesses and organizations, manage marketing operations in one's working organization, analyze managerial issues and practices by applying marketing concepts, set goals and work to obtain those goals, and to communicate explicitly, critically and analytically using a conceptual mindset. The student is willing to continue her/his learning also in the future.

## Tutkintorakenteet

### Master's Programme in Marketing (M.Sc.)

Tutkintorakenteen tila: published

Lukuvuosi: 2017-18

Lukuvuoden alkamispäivämäärä: 01.08.2017

## Major studies (vähintään 120 op)

H631304: Masters programme in Marketing, 120 - 130 op

*Core courses. These courses (or courses with equivalent content offered by other universities) should be included in the student's study plan. NOTE! Course 721070S Globally Responsible Business and Master's Thesis must be completed at Oulu Business School.*

721432S: Managing Customer Relationships, 6 op

721462S: Business Networks, 6 op

721460S: Marketing Theory, 6 op

721064S: Qualitative Methods in Business Research, 6 op

721070S: Globally Responsible Business, 6 op

721430S: Master's Thesis, Marketing, 30 op

*Alternative courses. Choose 10 courses (60 ECTS) from these. In addition, you can choose one course in International Business Management (IBM) 6 ECTS and/or Board membership in student organization max. 6 ECTS, and/or Finnish language courses (for international students) max. 6 ECTS.*

721433S: Consumer Behavior, 6 op

721434S: Selling and Sales Management, 6 op

721414S: Purchasing and Supplier Relationships, 6 op

721472S: Digital Marketing, 6 op

721436S: Brand Management, 6 op

721435S: Quantitative Research and Business Intelligence, 6 op

721471S: Service Marketing and Management, 6 op

721675S: Supply Chain Management, 6 op

721463S: Sustainable Marketing Management, 6 op

721065S: Internship, 6 op

721336S: Special Issue, 6 op

## Opintojaksojen kuvaukset

### Tutkintorakenteisiin kuuluvien opintokohteiden kuvaukset

#### H631304: Masters programme in Marketing, 120 - 130 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Study module

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

Ei opintojaksokuvauksia.

*Core courses. These courses (or courses with equivalent content offered by other universities) should be included in the student's study plan. NOTE! Course 721070S Globally Responsible Business and Master's Thesis must be completed at Oulu Business School.*

#### **721432S: Managing Customer Relationships, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Hanna Komulainen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721413A Managing Business Relationship 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period B. It is recommended to complete the course at the 1st autumn semester.

**Learning outcomes:**

Upon completion of the course, students are able to identify networks as a context of managing customer relationships and they can explain how relationships develop and how value is created together with customers. The student is able to define and assess different theoretical approaches to customer relationship management, e.g. relationship portfolios, key account management and customer knowledge management. In addition, the student is able to explain and identify the role of internal integration and knowledge sharing in managing customer relationships, global aspects of customer relationship management and how CRM is used as software in business practice. Having completed the course, the student is able to analyze customer relationships from different viewpoints and has both written and oral presentation skills to interpret scientific articles and solve practical business problems.

**Contents:**

Lectures and related material include the following themes: 1) Networks as a context in managing customer relationships, 2) Customer portfolios and customer profitability, 3) Key account management, 3) Value creation in customer relationships, 4) Customer knowledge management, 5) The role of internal integration and knowledge sharing in managing customers, 6) Global aspects of customer relationship management, 7) CRM as software, 8) Development of business relationships.

**Mode of delivery:**

Blended approach (face-to-face teaching and web-based teaching)

**Learning activities and teaching methods:**

The implementation methods of the course vary. There will be 26 hours of guided teaching events and 134 hours of independent studying either privately or in a group.

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

Article collection and lecture material

**Assessment methods and criteria:**

Obligatory exercises and/or exam. The assessment of the course unit is based on the learning outcomes of the course unit. Read more about assessment criteria at the University of Oulu webpage.

**Grading:**

The course unit utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

**Person responsible:**

Dr. Hanna Komulainen

**Working life cooperation:**

The course includes the visiting industry experts with real-life case problems for students to be solved as a group work.

**Other information:**

The number of students is limited.

## **721462S: Business Networks, 6 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Satu Nätti

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

### **ECTS Credits:**

6 ECTS credits / 160 hours of work

### **Language of instruction:**

English.

### **Timing:**

Period C

### **Learning outcomes:**

Upon completion of the course, students have deepened their theoretical understanding of business networks. They are able to explain, why the different kinds of networks are important in global business life and how they are able to coordinate them considering strategic goals of the company. They can critically apply different network discourse conceptions to their global business environment. They are able to analyze the underlying logic of different types of strategic nets, learning, and knowledge transfer within the global network likewise sources of conflict and conflict resolution strategies. After passing this course, students are capable to evaluate and argue the relevance and usefulness of such theories in their Master's Thesis when needed. In addition, students have enhanced their multicultural teamwork skills in group working.

### **Contents:**

Lectures and related material include the following themes: 1) Principles of network thinking and basic concepts; 2) Networks and strategic thinking; 3) Different kind of strategic nets, their management mechanisms and capabilities needed (from subcontractor networks to development and innovation networks); 4) Networking in international context; 5) Learning and knowledge in the network context and 6) Sources of conflict in networks and conflict resolution.

### **Mode of delivery:**

Face-to-face teaching

### **Learning activities and teaching methods:**

Students need to attend the pre-exam (40 h) to enter the course. 36 hours lectures and related article analysis and mini cases, multicultural group work and related presentation (30 h), independent reading of the textbooks and related material for the exam or individual assignment to pass the course (54 h).

### **Target group:**

Master's level students in marketing.

### **Prerequisites and co-requisites:**

A pre-exam needs to be passed (book Håkansson, H. & Snehota, I eds: Developing Relationships in Business Networks, 1995). Detailed information on the pre-exam will be provided on Noppa.

### **Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

### **Recommended or required reading:**

The pre-exam: [Developing Relationships in Business Networks \(1995\) Håkansson, H. & Snehota, I \(eds.\)](#) (sections given by the lecturer before the course).

The final exam: Lecture material AND [Parolini, C. \(1999\) The Value Net – A Tool for Competitive Advantage](#).

**Assessment methods and criteria:**

Assessment will be at three stages. Pre-examination will determine 20% of the grade. The group work conducted during the course will determine 30% and the final exam or individual assignment 50%. The assessment is based on the learning outcomes of the course unit.

**Grading:**

The course unit utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

**Person responsible:**

Dr. Satu Nätti

**Working life cooperation:**

Understanding strategic nets and their orchestration is a highly relevant work life skill in modern business contexts. It has direct links to successful innovation activities and capability for global networking. In addition, practicing multicultural teamwork during the course gives relevant skills for work life.

**Other information:**

The number of students is limited.

**721460S: Marketing Theory, 6 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Pauliina Ulkuniemi

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English.

**Timing:**

Period D. It is recommended to complete the course at the 1<sup>st</sup> spring semester, before the Master's Thesis seminar.

**Learning outcomes:**

Upon completion of the course, students can compare different schools of marketing thought, classify studies into the schools, and explain the consequences of such fragmentation to marketing scholars. Students can choose a theoretical starting point and argue for the choices in their research. Students are also able to act professionally in teams, express their ideas analytically and effectively both in written and oral form.

**Contents:**

During the course e.g. the following issues will be dealt with: ways of classifying schools of marketing thought, a closer look at one classification, implications of the variety schools of thought, a closer look at origins of a few schools, how to make a theoretical contribution and to assess the research outlets and aims.

**Mode of delivery:**

Face-to-face teaching with some online elements

**Learning activities and teaching methods:**

36 hours lectures & teamwork (30 h), home exam & independent reading of the textbooks (94 h).

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

Students need to have completed the autumn module 'Discovering Marketing Fundamentals' to complete the course.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

[Baker M.J. & Saren, M. \(2010\) Marketing Theory \(or newer\) AND The SAGE Handbook of Marketing Theory, Ed. by Maclaran, P., Stern, B., Saren, M. & Tadajewski, M. \(2009 or newer\).](#) See further instructions from detailed course description on Noppa.

**Assessment methods and criteria:**

Home exam in pairs (50 %), self-assessment (25 %), teamwork (25 %). See further instructions from detailed course description on Noppa.

**Grading:**

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

**Person responsible:**

Dr. Mari Juntunen

**Working life cooperation:**

The course contains practicing team work skills. The students also write a blog text or make a video as a team work.

**Other information:**

The number of students is limited.

**721064S: Qualitative Methods in Business Research, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Juha Tuunainen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721063A Business Research Methods 8.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period A. It is recommended to complete the course at the 2nd autumn semester of the Master's program.

**Learning outcomes:**

Upon completion of the course, students will be able to plan and conduct independent scientific research. They will have knowledge of how to apply methodological ideas and qualitative research methods so as to produce new knowledge and report research results so achieved. Although the course mostly concentrates on the qualitative research, the students will learn to understand and assess research conducted by using quantitative research methods, too.

**Contents:**

Face-to-face teaching and group work will include the following themes: 1) research and writing as a process, 2) ethics in marketing, organizational and business research, 3) research approaches, 4) research planning and research design, 5) literature review, 6) modes of data collection, 7) data analysis techniques and tools, 8) conclusion drawing, 9) research evaluation.

**Learning activities and teaching methods:**

Lectures and group exercises (36 h), group work (70 h), self-study (54 h) including preparing for lectures and group exercises.

**Target group:**

Students of the Master's program in Marketing and International Business Management

**Prerequisites and co-requisites:**

Basic and intermediate studies in Marketing or in International Business Management should have been completed.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

Collection of articles and other material chosen by the teachers of the course.

**Assessment methods and criteria:**

Group work. The assessment of the course is based on the learning outcomes of the course.

**Grading:**

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

**Person responsible:**

Juha Tuunainen.

**Working life cooperation:**

Students will learn analytical, methodological, and problem solving skills that will help them to deal with complex real-life business problems. They will learn to search for information and analyze it critically, evaluate the credibility of information and research results, and provide new knowledge to support managerial decisions.

**Other information:**

The number of students is limited.

**721070S: Globally Responsible Business, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Anne Keränen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay721070S Globally Responsible Business (OPEN UNI) 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period C.

**Learning outcomes:**

Upon completion of the course, students are able to demonstrate detailed knowledge of responsible behaviors in global and local business from the viewpoint of their major discipline. The students are able to work in multidisciplinary groups and create a collective approach for uniting economic with socially and environmentally responsible bottom lines within a global business context. Students are also able to express their ideas in written and oral form and communicate them online.

**Contents:**

The course deals with the diversity of contemporary business issues related to sustainability and responsibility when operating in the global marketplace. Based on the triple-bottom-line concept students are introduced to theoretical and practical perspectives from the disciplines of accounting, economics, finance, management/international business and marketing. Students learn to detect, analyze, and create different approaches of how to globally and locally achieve social and environmental goals in addition to economic objectives of a business.

**Mode of delivery:**

Online study methods.

**Learning activities and teaching methods:**

Independent study of the given material 70h, online discussions and groupwork 70h, and conducting individual assignments and learning reports 20h.

**Target group:**

Students from all OBS Master's programmes.

**Prerequisites and co-requisites:**

30 ects (5 Master level courses).

**Recommended optional programme components:**

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**Recommended or required reading:**

Course Book (to be announced later), articles and materials provided by the course instructors.

**Assessment methods and criteria:**

Individual contributions (reports, video, online exam) count for 60% and group contributions (blogpost, case report) 40%.

**Grading:**

The course utilizes a numerical grading scale 1-5. The course consist of five different parts and students acquire a grade by passing the five different parts in numerical order.

**Person responsible:**

Anne Keränen, Jan Hermes and Prof. Pauliina Ulkuniemi.

**Working life cooperation:**

The course includes global and local real life case examples and analyses. Course learning methods advance modern communication and interaction methods relevant in work life. Students gain abilities to perceive and develop responsibility in business.

**Other information:**

The course is available and obligatory for OBS Master level students.

**721430S: Master's Thesis, Marketing, 30 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Diploma thesis

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish, English

**ECTS Credits:**

30 ECTS/ 800 hours of work

**Language of instruction:**

English. Master's thesis can be written in Finnish or in English.

**Timing:**

Periods A-D on the 2nd year of master's studies.

**Learning outcomes:**



Upon completion of the thesis students can choose and apply appropriate research methods to produce new knowledge and to apply that knowledge to typical business decision-making problems. Students are able to conduct scientific research and make reasonable recommendations for solving business and economic problems. Furthermore, students demonstrate deep and coherent understanding of an academic field of study within their own major. They are able to demonstrate knowledge of the theories, concepts, frameworks and empirical findings of their discipline and understand the connections between various theories in the chosen discipline.

Students will demonstrate deep understanding of their own profession, and are able to use, process and analyze economic and/or business information. Students understand various business processes and operations, and causal connections between them. Finally, students are able to express their ideas effectively and analytically, both in oral and written form.

**Contents:**

Most of the work is independent writing of the thesis report, but during the master's thesis work students participate in seminar sessions in which they present and report the status and advancement of their work. In the seminars they receive guidance and feedback from their supervisor on how to proceed in and complete their research report. Description of the process and other relevant information are available at <http://www.oulu.fi/oulubusinessschool/mastersthesisprocess>

**Mode of delivery:**

Face-to-face teaching in seminar sessions

**Learning activities and teaching methods:**

Independent work and face-to-face teaching in seminar sessions. Students prepare and present three reports during the course: 1) Research plan, 2) Intermediate report and 3) Manuscript. The works starts with a kick-off session and the progress and timing of the sessions is agreed on in the kick-off session.

**Target group:**

Students of the Master's program in Marketing.

**Prerequisites and co-requisites:**

723020A Bachelor's Thesis or another university degree.

**Recommended or required reading:**

Scientific articles and other theoretical and empirical materials collected by the students for their individual study.

**Assessment methods and criteria:**

Examination through written research report.

**Grading:**

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for fail.

**Person responsible:**

Professors

**Working life cooperation:**

Working life cooperation is dependent on the particular project. However, the students will learn problem solving and analytical skills as well as oral and written presentation skills needed for a business graduate in working life. Students deepen their understanding of their own profession.

**Other information:**

Open only to students of the Master's program in Marketing.

*Alternative courses. Choose 10 courses (60 ECTS) from these. In addition, you can choose one course in International Business Management (IBM) 6 ECTS and/or Board membership in student organization max. 6 ECTS, and/or Finnish language courses (for international students) max. 6 ECTS.*

**721433S: Consumer Behavior, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Mari Juntunen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721419P Consumer Behavior 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits/ 160 hours of work.

**Language of instruction:**

English

**Timing:**

Period A. It is recommended to complete the course at the 1st fall semester.

**Learning outcomes:**

Upon completion of the course students are able to analytically compare and assess central theories and research on consumer decision making, behavior and consumption. Students are able to identify internal and external aspects that influence consumer behavior, as well as critically evaluate their implications for marketing strategy. Having completed the course students are able to design, execute and evaluate a (small scale) consumer behavior research. Students are also able to express their ideas analytically and effectively both in written and oral form.

**Contents:**

The course concentrates on providing an advanced understanding of consumer behavior. The central topics are: 1) consumers as individuals (including, e.g. various psychological theories and decision making), 2) social and cultural influences on purchasing and consumption behavior (including, e.g. culture, reference groups, and social media) and 3) central research methods in consumer behavior. During the course, students get familiar with scientific publications on consumer behavior and conduct a small scale consumer behavior research.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

Lectures, including guided discussions, exercises and group presentations (36 h), individual assignment (50 h) and group work (74h).

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

Learning material AND [Solomon, M.R. \(2014\) Consumer Behavior. Buying, Having, and Being.](#)

**Assessment methods and criteria:**

Group work 40 % and individual assignment 60 % of the final grade. The assessment of the course unit is based on the learning outcomes of the course unit.

**Grading:**

The course unit utilizes a numerical grading scale 1-5. In the numerical scale zero stands for fail.

**Person responsible:**

Dr. Mari Juntunen

**Working life cooperation:**

Applications to managerial decision making are emphasized. Visiting industry experts. Group work skills

**Other information:**

The number of students is limited.

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Mari Juntunen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721415A Industrial Sales Management 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English.

**Timing:**

Period A. It is recommended to complete the course at the 1st autumn semester

**Learning outcomes:**

Upon completion this course, students are able to raise the appreciation of topic of sales as a profession and academic field. Students are able to formulate a coherent view on central concepts of sales management/leadership and personal selling. Students are able to prepare to recruit, motivate, evaluate and supervise the sales force. In addition, students are able to plan sales, explain the dynamics of actual sales work and analytically evaluate and solve sales-related issues. Students are also able to design, execute and evaluate a small scale research on selling and/or sales management/leadership. Students are also able to express their ideas analytically and effectively both in written and oral form.

**Contents:**

The influence of company and product/service strategies on sales management and vice versa; planning, managing, leading and organizing for actual sales; selling in different contexts (e.g. B2B, B2C), selling processes, pricing in selling, the role of technology in sales, tactics and interaction at the customer interface, and central research methods in selling and sales management.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

Lectures and guided exercises (36 h), group assignment (50 h), reading the course material and literature and conducting an individual assignment (74 h)

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

Article collection AND [Hair et al. \(2010\) Sales Management. Building Customer Relationships and Partnerships](#) AND [Jobber & Lancaster \(2012\) Selling and Sales Management](#). Selected sections of the books to be announced at the beginning of the course.

**Assessment methods and criteria:**

Group assignment 30% and individual assignment 70 % of the final grade. The assessment of the course unit is based on the learning outcomes of the course unit.

**Grading:**

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

**Person responsible:**

Dr. Mari Juntunen

**Working life cooperation:**

Visiting industry experts with real-life case problems explaining theoretical aspects and models. Sales practices involving actual business cases. Observation of actual sales situations and/or interviews with managers. Group work skills.

**Other information:**

The number of students is limited.

**721414S: Purchasing and Supplier Relationships, 6 op**

**Voimassaolo:** 01.08.2006 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Pauliina Ulkuniemi

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**Required proficiency level:**

6 ECTS credits / 160 hours of work.

**ECTS Credits:**

6 ECTS credits / 160 hours of work.

**Language of instruction:**

English.

**Timing:**

Period B

**Learning outcomes:**

After passing the course, students are able to describe the strategic importance of purchasing as a function in companies and can analyze business relationships from the buyer's point of view. They are able to find relevant information to work in assignments involving co-operation with suppliers as they know the main purchasing tasks and responsibilities. Students are also able to express their ideas in written form and communicate them online.

**Contents:**

The course introduces students with the importance of industrial purchasing in current business contexts. Different types of contexts where industrial purchasing takes place are considered, e.g. outsourcing in technology industries, global purchasing, buying business services, and public procurement. Topics also include purchasing processes, supplier relationships, understanding supply markets, supplier evaluations and interrelatedness of industrial marketing and purchasing. The role of purchasing in advancing the responsibility is also covered.

**Mode of delivery:**

Online

**Learning activities and teaching methods:**

Individual and group working activities online with weekly assignments and deadlines. Learning activities include watching video presentations (10h), participating in online discussions (20h), group working (30 h), independent reading of the assigned materials (60 h) and writing of individual learning reports (40h).

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

[Gadde, L-E, Håkansson, H. & G. Persson \(2010\) Supply Network Strategies, 2nd ed.](#), other material appointed by the responsible teacher.

**Assessment methods and criteria:**

Individual assignments and participation in online discussions.

**Grading:**

The course unit utilizes a numerical grading scale 1–5. In the numerical scale zero stands for a fail.

**Person responsible:**

Prof. Pauliina Ulkuniemi

**Working life cooperation:**

Case exercises are used. After passing the course, students able to find relevant information to work in assignments involving co-operation with suppliers as they know the main purchasing tasks and responsibilities.

**Other information:**

The number of students is limited.

**721472S: Digital Marketing, 6 op**

**Voimassaolo:** 01.08.2011 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Jari Juga

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits / 160 hours of work

**Language of instruction:**

English.

**Timing:**

Period B

**Learning outcomes:**

After completing the course, the student is able to (1) understand the core concepts related to digital marketing, (2) assess the characteristics of digital media in comparison to traditional media, (3) plan digital marketing at strategic and tactical levels, and (4) analyze digital marketing performance against the business objectives.

**Contents:**

This course provides a holistic understanding of how digital marketing strategies are managed and planned in the organizations. The course addresses the strategy formulation of digital marketing and its implementation via a variety of tactics. A particular emphasis is on the use of digital analytics for measuring and optimizing digital marketing performance. During the course, students will craft a digital marketing development plan for a company of their choice. The course contents include (1) transformation in customer behavior and marketing practices due to digitization, (2) digital marketing objectives and strategic movements, (3) digital marketing tactics, (4) digital analytics, and (5) strategic planning and management of digital marketing

**Mode of delivery:**

Blended approach

**Learning activities and teaching methods:**

36 hours lectures. In addition, independent reading of the articles and other related material, 124 h.

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

Article collection AND other material appointed by the lecturer as well as possible compendium.

**Assessment methods and criteria:**

Assignments (30%), Group work (70%)

**Grading:**

The course unit utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

**Person responsible:**

Tero Huhtala and Jari Juga

**Working life cooperation:**

First-hand experience of social media and other digital marketing practices and analytics. Visiting lecturers from companies and/or other expert organizations.

**Other information:**

The number of students is limited.

**721436S: Brand Management, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Saila Saraniemi

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721427A Brand Management 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period C. It is recommended to complete the course at the 1st Spring semester.

**Learning outcomes:**

Upon completion of this intensive course the student is able to systematically analyze and develop brands and brand communication and compare different brand strategies. The student is able to assess the brand value from the perspectives of the firm, customers, and different stakeholders. The student is able to discuss with arguments the brand phenomenon and related concepts (image, identity, reputation). In addition, the students are able to analyze different phases and factors of the branding process and to formulate different research possibilities within the brand phenomenon. Accordingly the students are able to make brand related decisions and apply brand perspective as a strategic asset of businesses. Students are also able to communicate and popularise research results and scientific knowledge to public audiences.

**Contents:**

The brand phenomenon wide ranging and from contemporary perspectives. The lectures include following themes: the origin of brand phenomenon and the development of brand research, branding strategies, brand communication, brand value, network perspective in branding, market shaping brands. In addition, different branding contexts are examined, e.g. SME branding, service branding, B2B branding, place branding, digital branding and non-profit branding.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

Preparation for and passing a pre-exam based on three articles (will be announced in Nov at Noppa) (40 h), introductory and visiting lectures (16 h), reading the assigned articles and group work (including real-life case) (40 h), group presentation and guided discussions, attending and evaluating the group presentations (24 h), learning diary (40 h).

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

Articles determined for the pre-exam (arranged as home-exam) AND an article collection announced at the beginning of the course.

**Assessment methods and criteria:**

Assessment will be at three stages: pre-examination (20 %), group work and its presentation during the course (40 %) and a learning diary (40 %). The assessment is based on the learning outcomes of the course unit.

**Grading:**

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

**Person responsible:**

Dr. Saira Saraniemi

**Working life cooperation:**

The course includes guest lectures from different fields of branding. The student group will carry on a small branding project to a company as part of their group work.

**Other information:**

The number of students is limited.

**721435S: Quantitative Research and Business Intelligence, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Jouni Juntunen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721063A Business Research Methods 8.0 op

721417A Marketing Research 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period D

**Learning outcomes:**

Upon completion of the course, students can analyze marketing and business environments, and collect and utilize especially quantitative data to help management and develop decision making. In addition, they are able to create reports to communicate with management, customers and other stakeholders regarding the analyzed data. They are also able to evaluate the usability, validity, reliability and generalizability of the data and reports. After completing this course, students can use the basic market analysis tools in data gathering and analysis.

**Contents:**

Lectures and related material include the following themes: 1) Background for market and business intelligence, measuring concepts and collecting quantitative data. 2) Tools of quantitative research in Master level are introduced (e.g. Excel, SPSS, R, Webropol) and finally, 3) Issues related to reporting quantitative research and business intelligence.

**Mode of delivery:**

Blended approach.

**Learning activities and teaching methods:**

There will be 36 hours lectures and computer exercises. In addition, writing of learning diaries and course work 72 hours and, independent reading of the articles and other related material with the group work and writing group work of 52 hours.

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

Basic statistics, course 806116P Tilastotiedettä kauppatieteilijöille or similar.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

Course book will be announced later in Noppa. Article collection, and other material as well as possible compendium can be downloaded from Optima.

**Assessment methods and criteria:**

Individual course work, learning diaries and group exercise with groups' internal evaluation concerning each members' contribution to coursework. The assessment is based on the learning outcomes of the course unit.

**Grading:**

The course unit utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

**Person responsible:**

Dr. Jouni Juntunen

**Working life cooperation:**

Basic understanding relating for cyber security, how to collect data for business intelligence and quantitative analysis, and in addition, importance of protecting company's own data. Capability to produce quantitative research, understanding concerning quality of the research and how research can be applied for example behind decision making.

**721471S: Service Marketing and Management, 6 op**

**Voimassaolo:** 01.08.2011 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Saira Saraniemi

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits / 160 hours of work.

**Language of instruction:**

English.

**Timing:**

Period A. It is recommended to complete the course at the 2nd autumn semester.



**Learning outcomes:**

Upon completion of this course, students will be able to understand and analyze distinctive and new perspectives of marketing and management in service economies. They are also able to compare and assess different service marketing theories and apply them to develop service business models and strategic marketing. After passing the course, students can evaluate and argue for the relevance and usefulness of the theories in their Master's Thesis.

**Contents:**

Face-to-face teaching and group working will include different theory logics for service marketing and management: Nordic School's service logic, Service-Dominant logic, service science and (eco)system. In-depth outlooks on service marketing and management will contain themes such as service design and innovation, service modularity and business models. The course applies both B2B and B2C perspectives through emphasizing interdisciplinary focus to current service marketing and management within business networks and ecosystems.

**Learning activities and teaching methods:**

Classroom activities (40h) include lectures, company visits, group's presentation and commenting (company and students); Group working (40 h) for creating a solution for the problem set by the case company; Individual reflective learning diary and article analysis/analyses (80 h).

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

Collection of research articles and other material chosen by teachers of the course.

Recommending material: [Lusch, R. F. & Vargo, S. L. \(2014\) \*Service-Dominant Logic: Premises, Perspectives, Possibilities\*](#), [Grönroos, C. \(2007 or newer\) \*Service Management and Marketing\*](#).

**Assessment methods and criteria:**

The assessment of active participation during the course: 75% required presence in lectures and group work with presentation and/or commenting will determine 50% of the total grade. The assessment of individual Learning Diary and Article Analyses form 50% of the total grade. The assessment is based on the learning outcomes of the course unit.

**Grading:**

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

**Person responsible:**

Dr. N.N.

**Working life cooperation:**

Teamwork based on company's problems. Contacting and collaborating with the company, presenting group work and giving business focused feedback to others. Company involvement in classroom work.

**Other information:**

The number of students is limited.

**721675S: Supply Chain Management, 6 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Jari Juga

**Opintokohteen kielet:** English

**ECTS Credits:**

6 credits / 160 hours of work.

**Language of instruction:**

English.

**Timing:**

Period B.

**Learning outcomes:**

The student can analyze and assess strategic logistics issues from an integrated supply chain standpoint. The student is able to critically evaluate and interpret supply chain phenomena using conceptual and analytical models.

**Contents:**

Definition and underlying theoretical models of supply chain management, as well as contemporary phenomena and supply chain improvement initiatives. Logistics as a value driver in supply chains, collaborative practices (e.g. ECR, CPFR, SCOR) with special emphasis of supply chain dynamics and enabling supply chain technologies and standards.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

Lectures (36 h), independent study of textbook and course material (80 h), group assignments (44 h).

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

[Harrison A., v.Hoek R. & Skipworth, H. \(2014\), Logistics Management and Strategy, Prentice-Hall](#) AND other course material assigned by the teacher.

**Assessment methods and criteria:**

Exam (1-5), group assignments (accept/reject).

**Grading:**

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

**Person responsible:**

Prof. Jari Juga

**Working life cooperation:**

Group work and communication skills with the purpose of detecting and demonstrating supply chain improvement opportunities.

**Other information:**

The number of students is limited.

**721463S: Sustainable Marketing Management, 6 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Jouni Juntunen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English.

**Timing:**

Period B

**Learning outcomes:**

Upon successful completion of the course, students will be able to explain the relation between the marketing discipline and the sustainability concept, distinguish between the different aspects of sustainable marketing in a global business setting, apply relevant theories and models of sustainable marketing to a real-life company case, and critically assess sustainable marketing strategies and activities and their value to business firms. Students are also able to act professionally in teams, express their ideas analytically and effectively in oral form.

**Contents:**

The course introduces the concept of sustainable marketing and connects it with the wider framework of the marketing discipline. Taking a global perspective, the course discusses the core environmental, social, and economic aspects of sustainability and their implications on the firms' partnerships and other relationships. The relevant theories and models of sustainable marketing will be explored, and sustainable marketing strategies and activities will be discussed in the context of a real-life company case.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

Lectures (36 h), group work (44 h), individual article analyses (40 h), self-study (40 h).

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

[F-M Belz and K Peattie, \(2012\) Sustainability Marketing: A Global Perspective](#) AND articles assigned by the lecturer. See further instruction from detailed course description on Noppa.

**Assessment methods and criteria:**

Critical written coursework conducted in small groups, applying the theories in the analysis of a selected case-company and assignments on the lectures. See further instructions from detailed course description on the Noppa Study Portal.

**Grading:**

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

**Person responsible:**

Dr. Jouni Juntunen and Waqar Nadem

**Working life cooperation:**

Teamwork and presentation skills based on case company examples. Visiting experts and/or company visits.

**Other information:**

The number of students is limited.

**721065S: Internship, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Practical training

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** English

**ECTS Credits:**

6 credits / 160 hours of work

**Timing:**

Free

**Learning outcomes:**

The internship offers the students the opportunity to learn how to solve problems and to learn organizational tasks and responsibilities related to their major subject. Furthermore, the internship supports students to establish relationships to both working colleagues and business management and develops their communication skills within the organization and its network. The internship offers the students the possibility to develop their skills how to apply their knowledge in working environment and to increase their competence.

**Contents:**

The content is made up of the job description which is related to the student's major subject and which is provided by the organization where the internship will be accomplished. To be eligible for advanced level internship, the student should work either in a managerial position or as an independent specialist who has a responsible position with a possibility to use organizational resources.

**Learning activities and teaching methods:**

The student will work under the supervision of the internship instructor appointed by the company. First, student should contact lecturer Sauli Pajari to agree on the practicalities and documentation of the internship. Upon completion of the internship the student reflects and describes the internship period in the written report (8-10 pages) which will be returned with a weekly diary and a copy of the employment certificate to Sinikka Moilanen and Sauli Pajari.

The written report should be 8-10 pages and contain:

1. Description of the organization/company where the internship was completed
2. Description of the tasks, responsibilities and working methods during the internship
3. Description of how the tasks and responsibilities relate to the other functions of the organization
4. Description of how the internship relates to future career plans
5. Business development ideas for the Internship organization
6. Reflection on what was learned during the internship, how the learning relates to what has been learned earlier in the bachelor's and master's studies, and connecting the learning to theoretical concepts of the discipline.

- A description of the organization/company where the internship was completed.
- A detailed description of the tasks, responsibilities and working methods during the internship.
- Description of how the tasks and responsibilities relate to the other functions of the organization.
- Reflection on what was learned during the internship, how the learning relates to what has been learned earlier in the bachelor's and master's studies, and connecting the learning to theoretical concepts of the discipline.

Description of how the internship relates to future career plans.

**Target group:**

Students of the OBS Master's programmes

**Prerequisites and co-requisites:**

Completed bachelor's studies.

**Recommended optional programme components:**

No

**Assessment methods and criteria:**

Written internship report

**Grading:**

Pass/Fail

**Person responsible:**

Sauli Pajari and Sinikka Moilanen

**Working life cooperation:**

The student will work in an organization improving professional skills related to the major subject and developing business knowledge (and personal network).

**Other information:**

The internship is an elective course. Internship may also be a business development case or other relevant project (e.g. Demola/Business Kitchen), which needs to be accepted following the general process described above.

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

Varies depending on the way of completion.

**Timing:**

Free.

**Learning outcomes:**

If taken as an individual research assignment, upon completion the students demonstrate knowledge of the theories, concepts, frameworks and empirical findings of chosen discipline and they are able to identify and solve relevant problems, and make critical judgments based on them.

**Contents:**

Varies depending on individually agreed on assignment.

**Mode of delivery:**

It may be, but is not limited to (1) An advanced level course passed in another university having different contents than those courses offered in the student's program, but otherwise fitting the structure of the studies. If necessary the course may be supplemented with additional tasks. (2) An essay/learning diary of about 20 pages, the requirements of which are agreed on in advance with the person responsible of the course within the major subject. (3) Ad hoc –course organized by OBS (4) A discipline-based business development case or other relevant project (e.g. Demola/Business Kitchen).

**Learning activities and teaching methods:**

Varies on the basis of individually agreed on assignment.

**Target group:**

Students of OBS's Master's Programs.

**Prerequisites and co-requisites:**

No

**Recommended optional programme components:**

-

**Recommended or required reading:**

To be agreed on with the person responsible of the course within the major subject

**Assessment methods and criteria:**

Assessment is based on the learning outcomes of the course and the Master's program. Method varies depending on the individually agreed on assignment.

**Grading:**

The course can utilize a numerical grading scale 1-5 or be evaluated as pass/fail. In the numerical scale zero stands for fail.

**Person responsible:**

To be named by major subjects

**Working life cooperation:**

Depends on the individually agreed on assignment.

**Other information:**

The number of students is limited.

