

# Opasraportti

## OBS - Master of Science, Marketing (2020 - 2021)

University's new study guide for academic year 2020-2021 is published at <https://opas.peppi oulu.fi>.

The study guide includes information on degrees, curriculums, courses and course timetables. Course registrations are still done in Oodi.

If you have questions on information in the study guide, please contact the study field's Academic Affairs Service Team <https://www oulu.fi/forstudents/faculty-study-affairs>.

## Tutkintorakenteet

### Marketing (MM), Master's Programme

Tutkintorakenteen tila: published

Lukuvuosi: 2020-21

Lukuvuoden alkamispäivämäärä: 01.08.2020

### Major studies (120 - 130 op)

List of courses and teaching timetable is available in [Marketing degree structure diagram](#).

H631304: Masters programme in Marketing, 120 - 130 op

*Ensimmäisen vuoden syyslukukauden opinnot*

721433S: Consumer Behavior, 6 op

721471S: Service Marketing and Management, 6 op

721434S: Selling and Sales Management, 6 op

721472S: Digital Marketing, 6 op

*Ensimmäisen vuoden syyslukukauden opinnot; valitse 1 kurssi seuraavista opinnoista*

721474S: Procurement and Supply Chain Management, 6 op

721473S: Quantitative Methods in Marketing Research, 6 op

*Ensimmäisen vuoden kevätlukukauden opinnot*

721469S: Business Marketing in Networks, 6 op

721436S: Brand Management, 6 op

721559S: Venture Growth Strategies, 6 op

721460S: Marketing Theory, 6 op

721064S: Qualitative Methods in Business Research, 6 op

*Toisen vuoden opinnot*

721070S: Globally Responsible Business, 6 op

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

*Toisen vuoden opinnot; valitse 4 kurssia seuraavista opinnoista (voit myös valita 1 vuoden syyslukukauden vaihtoehtoisista opintojaksoista toisen tähän)*

721567S: Technology and Data Analytics, 6 op

721463S: Sustainable Marketing Management, 6 op

721477S: Advanced Perspectives in Brand Co-creation, 6 op  
 721475S: Service Design Project, 6 op  
 721476S: Readings in Marketing, 6 op  
 721065S: Internship, 6 op  
 721336S: Special Issue, 6 op

## Marketing (MM), International Master's Programme

Tutkintorakenteen tila: published

Lukuvuosi: 2020-21

Lukuvuoden alkamispäivämäärä: 01.08.2020

### Major studies (120 - 130 op)

List of courses and teaching timetable is available in [Marketing degree structure diagram](#).

Check your language requirements from Marketing course catalogue (2020-2021).

- Foreign degree students include 5 ECTS credits of Finnish language studies.
- Finnish degree students include 902177Y Academic English for Business, 5 ECTS.

H631305: International MSc. Programme in Marketing, 120 - 130 op

#### *First year fall courses*

721011Y: Orientation Course for New Students, 1 op  
 721433S: Consumer Behavior, 6 op  
 721471S: Service Marketing and Management, 6 op  
 721434S: Selling and Sales Management, 6 op  
 721472S: Digital Marketing, 6 op

*(First year fall language courses. List of courses and teaching timetable is available in Marketing degree structure diagram. Check your language requirements from Marketing course catalogue (2020-2021). Foreign degree students include 5 ECTS credits of Finnish language studies. Finnish degree students include 902177Y Academic English for Business, 5 ECTS)*

900017Y: Survival Finnish, 2 op  
 900013Y: Beginners' Finnish Course 1, 3 op  
 900015Y: Intermediate Finnish Course 1, 5 op  
 900016Y: Intermediate Finnish Course 2, 5 op  
 900054Y: Conversational Skills in Finnish, 3 op  
 900027Y: Special Course in Finnish: Writing Skills, 3 op  
 902177Y: Academic English for Business, 5 op

#### *First year spring courses*

721469S: Business Marketing in Networks, 6 op  
 721436S: Brand Management, 6 op  
 721559S: Venture Growth Strategies, 6 op  
 721460S: Marketing Theory, 6 op  
 721064S: Qualitative Methods in Business Research, 6 op

#### *Second year courses*

721070S: Globally Responsible Business, 6 op  
 721430S: Master's Thesis, Marketing, 30 op

#### *Second year courses; select 4 courses*

721474S: Procurement and Supply Chain Management, 6 op  
 721473S: Quantitative Methods in Marketing Research, 6 op  
 721567S: Technology and Data Analytics, 6 op  
 721463S: Sustainable Marketing Management, 6 op  
 721477S: Advanced Perspectives in Brand Co-creation, 6 op  
 721475S: Service Design Project, 6 op  
 721476S: Readings in Marketing, 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.

*Ensimmäisen vuoden syyslukukauden opinnot*

### 721433S: Consumer Behavior, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Eeva-Liisa Oikarinen, Mari Juntunen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721419P Consumer Behavior 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 1 (year 1)

**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 in both local and global contexts.

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.

**Prerequisites and co-requisites:**

Quantitative and qualitative research methods

**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, or newer editions.

**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. Waqar Nadeem

**Working life cooperation:**

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

**Other information:**

The number of students is limited.

**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:** Outi Keränen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 1 (year 1)

**Learning outcomes:**

Upon completion of this course, students are able to understand and analyze distinctive perspectives of marketing and management in service economies. They can compare and assess different service marketing theories and apply them to develop local and global service business models and strategic marketing. After passing the course, students can evaluate and argue for the relevance and usefulness of the theories.

**Contents:**

The course introduces different theoretical perspectives for understanding service marketing and management: service logic, service-dominant logic, customer-dominant logic, and servitization. Contemporary themes to service marketing and management are discussed, e.g. digitality in services, service modularity, and service design and innovation. The course applies B2B and B2C perspectives through emphasizing interdisciplinary and international focus to current service marketing and management within business networks and ecosystems.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

Classroom activities (36h) include lectures and related article analysis, groups' presentations and commenting them by students and the case company, group work (50h) for creating a solution for the problem set by the case company, individual reflective learning diary (50h) and reading the assigned articles (24h).

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

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

**Recommended or required reading:**

Articles and lecture material assigned by the teacher. Recommended material: Lusch, R. F. & Vargo, S. L. (2014) Service-Dominant Logic: Premises, Perspectives, Possibilities and Grönroos, C. (2007 or newer) Service Management and Marketing

**Assessment methods and criteria:**

100% required presence in group work presentations. The group work with presentation and commenting others determine 50% of the grade. The assessment of individual learning diary forms 50% of the 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. Outi Keränen

**Working life cooperation:**

Teamwork to solve a company's real-life problem, contacting and collaborating with the company, presenting the group work and giving business focused feedback to others. Company involvement in classroom work.

**Other information:**

The number of students is limited.

**721434S: Selling and Sales Management, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Eeva-Liisa Oikarinen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721415A Industrial Sales Management 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 2 (year 1)

**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 in both local and global contexts. 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 sales; 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 (38 h), reading the course material and literature and conducting an individual assignment (86 h)

**Target group:**

Master's level students in marketing and management and international business

**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. Eeva-Liisa Oikarinen

**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.

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

**Voimassaolo:** 01.08.2011 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Timo Koivumäki

**Opintokohteen kielet:** English  
**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 2 (Year 1)

**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, (4) analyze digital marketing performance against the business objectives, and (5) develop an international digital marketing strategy.

**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. Emphasis is also placed on the use of digital analytics for measuring and optimizing digital marketing performance. During the course, students will craft a digital marketing plan for a company of their choice. The course contents include (1) transformation in customer behavior and marketing practices due to digitization, (2) identification of digital marketing objectives and strategy, (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:**

Professor Timo Koivumäki and Dr. Teck Ming (Terence) Tan

**Working life cooperation:**

First-hand experience of social media and other digital marketing practices and analytics. Group work will be done in co-operation with companies. Visiting lecturers from companies and/or other expert organizations.

**Other information:**

The number of students is limited.

*Ensimmäisen vuoden syyslukukauden opinnot; valitse 1 kurssi seuraavista opinnoista*

**721474S: Procurement and Supply Chain Management, 6 op**

**Voimassaolo:** 01.08.2019 -

**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 credits

**Language of instruction:**

English

**Timing:**

Period 1 (year 2)

**Learning outcomes:**

After passing the course, students can describe the various roles and functions of purchasing and logistics from a strategic supply chain perspective. They know the main tasks and responsibilities in purchasing and are able to analyze business relationships involving co-operation with suppliers. The students can critically evaluate and interpret supply chain phenomena using conceptual and analytical models and can communicate their ideas in written and oral form.

**Contents:**

Definition of key concepts and planning tools of procurement and supply chain management. Discussion of procurement processes and organizational choices in different industry contexts, including global purchasing, buying of services, outsourcing and public procurement. Lean and agile supply chain supply chain management initiatives are examined together with collaborate practices (e.g. ECR, CPFR, SCOR).

**Mode of delivery:**

Online course

**Learning activities and teaching methods:**

Weekly assignments in course learning space including independent study, group work, discussions and reflection.

**Target group:**

Master's level students in marketing

**Prerequisites and co-requisites:**

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

**Recommended optional programme components:**

No

**Recommended or required reading:**

T.E. Johnsen, M. Howard & J. Miemczyk (2018), Purchasing and Supply Chain Management: A Sustainability Perspective, 2nd ed, Routledge. Other material appointed by course instructors.

**Assessment methods and criteria:**

Individual online exam (20%), Individual (40%) and groupwork reports (40%).

**Grading:**

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

**Person responsible:**

Professor Jari Juga and Professor Pauliina Ulkuniemi

**Working life cooperation:**

The course includes case exercises representing real-life procurement and supply chain phenomenon and their analysis.

**Other information:**

The number of students is limited.



**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Juha Tuunainen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 1 (year 2)

**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 research and data based decision making, measuring concepts and collecting quantitative data. 2) Tools of quantitative research in Master level are introduced (e.g. Excel, SPSS, PSPP, Webropol) and finally, 3) Issues related to reporting quantitative research and statistical research.

**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 lectures. Article collection, and other material as well as possible compendium can be downloaded from Moodle.

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

**Person responsible:**

Juha Tuunainen, Jan Hermes (assistants: Marianne Ylitalo, Outi Merilahti)

**Working life cooperation:**

Basic understanding relating for cyber security, how to collect data for data based decision making 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.

**Other information:**

The number of students is limited.

*Ensimmäisen vuoden kevätlukukauden opinnot*

**721469S: Business Marketing in Networks, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Hanna Komulainen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 3 (year 1)

**Learning outcomes:**

Upon completion of the course, students are able to understand, define and assess different theoretical approaches to business marketing in networks. They are able to explain why the different kinds of networks are important in global business life and are able to coordinate those considering strategic goals of the company. They can critically apply different network discourse conceptions to their global business environment. Students are able to analyze the underlying logic of different types of strategic nets, value creation between organizations likewise sources of conflict and conflict resolution strategies. Having completed the course, students are able to view and evaluate B2B relationships from different perspectives and are capable to evaluate and argue the relevance and usefulness of different B2B marketing theories. In addition, students have enhanced their multicultural teamwork skills in group working and have both written and oral presentation skills to interpret scientific articles and solve practical business problems.

**Contents:**

The basic concepts and principles of managing business relationships and network thinking including the following themes: 1) Principles of network thinking and basic concepts, 2) Business network management and strategic nets, 3) Value creation in business relationships, 4) Key account management, 5) Relationship portfolios, 6) Development of business relationships, 7) B2B relationships and networks in international context, 8) Sources of conflicts and conflict resolution in business networks, 9) Social capital and its meaning in networks, and 10) Customer knowledge management and knowledge sharing.

**Mode of delivery:**

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

**Learning activities and teaching methods:**

Course includes an introduction lecture followed by independent online studies (40 h) and contact lectures (24 h), and related to these, different assignments such as article analyses, case exercises, multicultural group works and group presentations (50h). Independent reading of the course materials for the individual final assignment (46 h) is required to pass the course.

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

No prerequisites

**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 course material appointed by the lecturer available in Moodle.

**Assessment methods and criteria:**

Obligatory exercises and exam/individual assignment. The assessment of the course 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. Hanna Komulainen

**Working life cooperation:**

Understanding business networks and their management is a highly relevant work life skill in modern and global business contexts. It has direct links to successful innovation activities and capability for global networking. In addition, visiting industry experts with real-life cases and practicing multicultural teamwork during the course gives relevant skills for work life.

**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:** Teck Tan

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721427A Brand Management 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 3 (year 1)

**Learning outcomes:**

Upon completion of this course, the student is able to systematically analyze and develop brands and brand communication and compare different brand strategies, in both local and global contexts. The student is able to assess brand value from the perspectives of a firm, customers, and different stakeholders. Also, the student is able to discuss with arguments the brand phenomenon and related concepts (image, identity, reputation). In addition, the student is able to analyze different phases and factors of the branding process. Accordingly, the student is able to make brand-related decisions and apply the brand perspective as a strategic asset of businesses. Students are also able to analyze and discuss contemporary and globally-related problems and develop appropriate brand strategies and initiatives.

**Contents:**

The brand phenomenon from versatile and contemporary perspectives. The lectures include following themes: the origin of brand phenomenon and evolution of brand research, designing branding strategies and brand communication, brand value, network perspective in branding, managing brands over time. 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 November at Noppa and online learning space) (26 h), lectures and visiting lectures, (34 h), reading the assigned articles (20 h), brand analysis (including real-life case) as group work (40 h), learning diary (40 h).

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

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 (home-exam at online learning space, deadline week 2) AND an article collection announced during the course. Recommended additional material: Rajendra K. Srivastava and Gregory Metz Thomas (eds.). 2016. The Future of Branding.

**Assessment methods and criteria:**

Assessment will be at three stages: pre-examination (20 %), group work and its presentation (50 %) and an individual learning diary (30 %). The assessment is based on the learning outcomes of the course unit. Before the course, follow Noppa for announcements regarding pre-exam material, and sign in for the course preferably by the end of December.

**Grading:**

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

**Person responsible:**

Dr. Teck Ming (Terence) Tan

**Working life cooperation:**

The course includes guest lectures from different fields of branding. The students will implement a brand analysis of a company as part of their group work.

**Other information:**

The number of students is limited.

**721559S: Venture Growth Strategies, 6 op**

**Voimassaolo:** 01.08.2010 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Sakari Sipola

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay721559S Venture Growth Strategies (OPEN UNI) 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English.

**Timing:**

Period 4, first year of the Master's program.

**Learning outcomes:**

After the course the student can understand the risks and rewards related to different growth strategies, recognize the fundamental elements of successful ventures and the needed resources and competencies for developing and scaling them at international markets. The students are able to read the startup landscape at different geographical contexts.

**Contents:**

The course provides an overview of high-growth entrepreneurship and the process of building and scaling ventures with significant business potential. Recent advancements in the startup field are discussed with a specific focus on Silicon Valley and different forms of entrepreneurial finance such as public finance and venture capital.

**Mode of delivery:**

Face-to-face teaching, online activity.

**Learning activities and teaching methods:**

Blended teaching method of 24 hours of lectures, visiting industry experts, and online work (12h) with reflection (72 h), reading the course literature (50 h), writing the report (38 h). The responsible person will provide further details in the first session.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

Basic and intermediate studies in international business management

**Recommended optional programme components:**

721565S Design Driven Innovation, 721434S Selling and Sales Management, 721566S Business Impact Project

**Recommended or required reading:**

Article collection and online material.

**Assessment methods and criteria:**

Assessment will be based on individual written report, assignments and lecture activity.

**Grading:**

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

**Person responsible:**

Sakari Sipola

**Working life cooperation:**

Visiting industry experts provide real-life cases and examples.

**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

**Language of instruction:**

English

**Timing:**

Period 4. It is recommended to complete the course at the 1st 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 form.

**Contents:**

During the course e.g. the following issues will be dealt with: marketing as a science, different marketing schools thought, implications of the multiple schools of thought, nature and logics of theoretical contribution and process of scientific publication.

**Mode of delivery:**

Face-to-face teaching with some online elements

**Learning activities and teaching methods:**

24 contact teaching, 42h teamwork, independent reading of the textbooks (94 h).

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

Students need to have completed minimum of 30 ECTS in marketing master level courses 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. (2016) Marketing Theory AND The SAGE Handbook of Marketing Theory, Ed. by Maclaran, P., Stern, B., Saren, M. & Tadajewski, M. (2009 or newer).

**Assessment methods and criteria:**

Home exam including oral exam in pairs (50 %), Individual blog writing and commenting assignment (25 %) and Individual essay (25 %).

**Grading:**

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

**Person responsible:**

Professor Pauliina Ulkuniemi

**Working life cooperation:**

The course contains practicing team work skills. The students also write a blog text and comment on it.

**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

**Language of instruction:**

English

**Timing:**

Period 4 (1st year)

**Learning outcomes:**

Students will learn to plan and conduct scientific research. They will have knowledge of how to apply methodological ideas and qualitative research methods to produce new knowledge and report research results.

**Contents:**

The following themes will be covered: 1) research and writing as a process, 2) research ethics, 3) research planning and research design, 4) literature review, 5) data collection, 6) data analysis and 7) drawing conclusions.

**Mode of delivery:**

Lectures, group exercises and self study.

**Learning activities and teaching methods:**

Lectures and group exercises (32 h), group work (44 h), self-study (54 h).

**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 international business management.

**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 provided by teachers.

**Assessment methods and criteria:**

Assessment will be based on the learning outcomes.

**Grading:**

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

**Person responsible:**

Juha Tuunainen, Jan Hermes (assistants: Marianne Ylitalo, Outi Merilahti)

**Working life cooperation:**

Students will learn skills that will help them to search for reliable information and analyze it critically, evaluate the credibility of the information, and create new knowledge to support managerial decisions.

**Other information:**

The number of students is limited.

*Toisen vuoden opinnot*

**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

**Language of instruction:**

English

**Timing:**

Period 3 (Year 2)

**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 credits (5 Master level courses).

**Recommended optional programme components:**

No

**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

**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 number of students is limited. Registration open 1.12.2020-12.1.2021

**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 credits

**Language of instruction:**

English, Master's Thesis can be written in Finnish

**Timing:**

Period 1-4 (2nd year of Master's Programme)

**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.

**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. Discipline-based kick-off/info sessions are organized in September and May.

**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 based on the defined assessment criteria.

**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.

*Toisen vuoden opinnot; valitse 4 kurssia seuraavista opinnoista (voit myös valita 1 vuoden syyslukukauden vaihtoehtoisista opintojaksoista toisen tähän)*

## **721567S: Technology and Data Analytics, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Tuure Haarjärvi

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

### **ECTS Credits:**

6 credits

### **Language of instruction:**

English

### **Timing:**

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

### **Learning outcomes:**

Students gain understanding about the impact of AI technology development. Focus will be on the current advancement of machine learning and influence technology has on business and society. Students are also able to express their ideas analytically and effectively both in written and oral form.

### **Contents:**

Course will use psychological and philosophical theories to understand what intelligence is. Artificial intelligence is discussed from a perspective of neural networks and machine learning. Business impact analysis is done via Porter's three generic strategies. Moral Foundations Theory and O-Ring Principle are used to understand and assess societal impact.

Topics are discussed mainly from non-technical perspective (eg. no AI programming or logic scripting) on technology.

### **Mode of delivery:**

Face-to-Face teaching with materials and resources online. Industry visitors.

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

The course consists of lectures with reflections, visitor lectures, workshop sessions, reading the course literature, writing the report. Students will apply their theoretical knowledge and approaches in an individual course assignment.

### **Target group:**

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

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

none

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

none

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

none

### **Assessment methods and criteria:**

Exercises and learning diary.

### **Grading:**

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

### **Person responsible:**

Tuure Haarjärvi

**Working life cooperation:**

Course will have multiple visitors from companies lecturing relevance of disruptive technologies for their business.

**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:** Timo Pohjosenperä

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 2 ( 2 Year)

**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 cases, 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' supply chains, 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 real-life company cases.

**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. Several articles will also be included in the study material. See further instruction from detailed course description on Moodle learning environment.

**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 Moodle learning environment.

**Grading:**

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

**Person responsible:**

Timo Pohjosenperä

**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.

**721477S: Advanced Perspectives in Brand Co-creation, 6 op**

**Voimassaolo:** 01.08.2020 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Salla Saraniemi

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 2 (Year 2)

**Learning outcomes:**

Upon completion this intensive course, the student is able to identify, discuss and critically analyse different schools of brand management. The student is also able to characterise different brand co-creation perspectives and their implications for organisations and their stakeholders. The student is able to apply theoretical knowledge of brand co-creation processes to real-life brand challenges. In addition, the student learns current research topics of the faculty and is able to formulate research possibilities within the brand phenomenon. This course suits particularly well for students with brand-related master's thesis topic and/or career plans related to brand building and management.

**Contents:**

Schools of brand management, co-creative brand management system, motives for co-creation, complexity of branding platforms, brand storytelling, ethics of brand co-creation, brand co-destruction, other contemporary brand research topics.

**Mode of delivery:**

Blended method

**Learning activities and teaching methods:**

Introductory lectures and discussion seminars (20 h), individual Moodle exercises, e.g. writing blog text (60 h), reading assigned articles and text book (50 h), real-life brand challenge as group work (30 h). Attendance for lectures/seminars and brand challenge mandatory.

**Target group:**

Master students in Marketing

**Prerequisites and co-requisites:**

Consumer behaviour, Service marketing and management, Brand management, Marketing Theory.

**Recommended or required reading:**

Articles assigned by the teacher during the course. Nicholas Ind & Holger J. Schmidt (2019). Co-creating brands. Brand management from a co-creative perspective.

**Assessment methods and criteria:**

Group work and its presentation, i.e. brand challenge and its solution, and an individual critical essay.

**Grading:**

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

**Person responsible:**

Saila Saraniemi

**Working life cooperation:**

Students create solutions for real-life brand challenge

**Other information:**

The number of students is limited: max. 24 students. Enrolling to the course via Weboodi is binding.

**721475S: Service Design Project, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 4

**Learning outcomes:**

Upon completion of this intensive course the student is able to 1) understand how service design thinking can be applied in marketing problems and 2) is able to define ways to implement service design in organizational development towards better customer experience.

**Contents:**

Design thinking as a tool for strategic management, service design foundations and applications, methods to analyse customer needs and experience, methods to plan service journeys.

**Mode of delivery:**

Contact teaching

**Learning activities and teaching methods:**

Introductory lectures, Intensive problem based groupwork around real-life company assignment, groupwork presentations.

**Target group:**

Master's level students in marketing

**Prerequisites and co-requisites:**

Minimum of 30 ECTS marketing studies completed, including 721471S Service Marketing and Management, 721433S Consumer Behavior and 721436S Brand Management

**Recommended optional programme components:**

No

**Recommended or required reading:**

Course material provided by the course instructor

**Assessment methods and criteria:**

Group work report, presentation and active participation in contact teaching.

**Grading:**

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

**Person responsible:**

Ilkka Ojansivu and Fatima Khitous

**Working life cooperation:**

The course includes intensive real-life case exercise.

**Other information:**

The number of students is limited.

**721476S: Readings in Marketing, 6 op**

**Voimassaolo:** 01.01.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Mari Juntunen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

The course is available during the whole academic year.

**Learning outcomes:**

Our students demonstrate knowledge of the theories, concepts, frameworks and/or empirical findings of the marketing discipline. They will have skills for individual learning and identifying relevant business research information.

**Contents:**

The contents will be elective within the specific frames and emerging themes set by teachers.

**Mode of delivery:**

Independent study.

**Learning activities and teaching methods:**

This non-stop course is available for Marketing students at Oulu Business School throughout the study year 2020-21. Students can hop onto the course whenever it best suits them. By taking the course, students get themselves familiar with the literature concerning one of the following topics: Entrepreneurial marketing, Global marketing, OR Social marketing. After reading the literature, students can complete the exam in Moodle environment at their chosen time.

Enrolment in WebOodi is required neither for the course nor for the exam. All information related to the completion of the course and the exam are available in Moodle. Students interested in completing the course can self-enrol the Moodle environment '721476S Readings in Marketing, 6 ECTS Credits' by using the following enrolment key: MarketingReadings

The assessment is based on exam.

**Target group:**

Students of the Master's program 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:**

Required: Book(s) and related materials assigned by teachers.

**Grading:**

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

**Person responsible:**

Dr. Mari Juntunen

**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

**Opettajat:** Mari Juntunen

**Opintokohteen kielet:** English

**ECTS Credits:**

6 credits

**Language of instruction:**

Varies depending on the way of completion.

**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 Sakari Nikkilä 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 Mari Juntunen and Sakari Nikkilä.

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.
- More detailed guidelines are available from the responsible persons

**Target group:**

Students of OBS's Master's Programmes

**Prerequisites and co-requisites:**

Completed bachelor's studies. Minimum of 30 credits of Master's studies

**Recommended optional programme components:**

No

**Recommended or required reading:**

-

**Assessment methods and criteria:**

Internship report and other documentation delivered according to the above instructions

**Grading:**

Pass/Fail

**Person responsible:**

Mari Juntunen, Sakari Nikkilä

**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 in advance following the general process described above.

**721336S: Special Issue, 6 op**

**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

**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:**

-

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

**Person responsible:**

Varies depending on the way of completion and the major discipline

**Working life cooperation:**

Depends on the individually agreed on assignment.

**Other information:**

The number of students is limited. Special Issue is not a course regularly offered to the students.

## **H631305: International MSc. Programme in Marketing, 120 - 130 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Study module

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** Finnish

Ei opintojaksokuvauksia.

*First year fall courses*

### **721011Y: Orientation Course for New Students, 1 op**

**Opiskelumuoto:** General Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

1 credit

**Language of instruction:**

English

**Timing:**

Period 1 (1st year of Master's studies)

**Learning outcomes:**

Upon the completion of the course the student is familiar with the structure of one's program, is able to plan their studies and has got to know their fellow students.

**Contents:**

Orientation Week, Case Blender and Personal Study Plan (HOPS)

**Mode of delivery:**

Face-to-face information sessions

**Learning activities and teaching methods:**

Face-to-face information sessions, completing PSP online, meeting with the tutor teacher.

**Target group:**

Students of OBS's International Master's Programs and Laskentatoimen erillisvalinta

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

**Person responsible:**

Master's Programs' Director, Lecturer Sinikka Moilanen and Tutor Teachers

**Other information:**

An obligatory course for every Master's student of OBS who did not do their Bachelor's degree in OBS.

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

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Eeva-Liisa Oikarinen, Mari Juntunen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721419P Consumer Behavior 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 1 (year 1)

**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 in both local and global contexts. 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.

**Prerequisites and co-requisites:**

Quantitative and qualitative research methods

**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, or newer editions.

**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. Waqar Nadeem

**Working life cooperation:**

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

**Other information:**

The number of students is limited.

**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:** Outi Keränen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 1 (year 1)

**Learning outcomes:**

Upon completion of this course, students are able to understand and analyze distinctive perspectives of marketing and management in service economies. They can compare and assess different service marketing theories and apply them to develop local and global service business models and strategic marketing. After passing the course, students can evaluate and argue for the relevance and usefulness of the theories.

**Contents:**

The course introduces different theoretical perspectives for understanding service marketing and management: service logic, service-dominant logic, customer-dominant logic, and servitization. Contemporary themes to service marketing and management are discussed, e.g. digitality in services, service modularity, and service design and innovation. The course applies B2B and B2C perspectives through emphasizing interdisciplinary and international focus to current service marketing and management within business networks and ecosystems.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

Classroom activities (36h) include lectures and related article analysis, groups' presentations and commenting them by students and the case company, group work (50h) for creating a solution for the problem set by the case company, individual reflective learning diary (50h) and reading the assigned articles (24h).

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

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

**Recommended or required reading:**

Articles and lecture material assigned by the teacher. Recommended material: Lusch, R. F. & Vargo, S. L. (2014) Service-Dominant Logic: Premises, Perspectives, Possibilities and Grönroos, C. (2007 or newer) Service Management and Marketing

**Assessment methods and criteria:**

100% required presence in group work presentations. The group work with presentation and commenting others determine 50% of the grade. The assessment of individual learning diary forms 50% of the 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. Outi Keränen

**Working life cooperation:**

Teamwork to solve a company's real-life problem, contacting and collaborating with the company, presenting the group work and giving business focused feedback to others. Company involvement in classroom work.

**Other information:**

The number of students is limited.

**721434S: Selling and Sales Management, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Eeva-Liisa Oikarinen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721415A Industrial Sales Management 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 2 (year 1)

**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 in both local and global contexts. 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 sales; 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 (38 h), reading the course material and literature and conducting an individual assignment (86 h)

**Target group:**

Master's level students in marketing and management and international business

**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. Eeva-Liisa Oikarinen

**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.

**Voimassaolo:** 01.08.2011 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Timo Koivumäki

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 2 (Year 1)

**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, (4) analyze digital marketing performance against the business objectives, and (5) develop an international digital marketing strategy.

**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. Emphasis is also placed on the use of digital analytics for measuring and optimizing digital marketing performance. During the course, students will craft a digital marketing plan for a company of their choice. The course contents include (1) transformation in customer behavior and marketing practices due to digitization, (2) identification of digital marketing objectives and strategy, (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:**

Professor Timo Koivumäki and Dr. Teck Ming (Terence) Tan

**Working life cooperation:**

First-hand experience of social media and other digital marketing practices and analytics. Group work will be done in co-operation with companies. Visiting lecturers from companies and/or other expert organizations.

**Other information:**

The number of students is limited.

*(First year fall language courses. List of courses and teaching timetable is available in Marketing degree structure diagramme. Check your language requirements from Marketing course catalogue (2020-2021). Foreign degree students include 5 ECTS credits of Finnish language studies. Finnish degree students include 902177Y Academic English for Business, 5 ECTS)*

### **900017Y: Survival Finnish, 2 op**

**Voimassaolo:** 01.08.1995 -

**Opiskelumuo:** Language and Communication Studies

**Laji:** Course

**Vastuuyksikkö:** Languages and Communication

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

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay900017Y Survival Finnish Course (OPEN UNI) 2.0 op

**Proficiency level:**

A1.1

**Status:**

The course is intended for the international students in every faculty at the University of Oulu.

**Required proficiency level:**

No previous Finnish studies.

**ECTS Credits:**

2 ECTS cr

**Language of instruction:**

Finnish and English.

**Timing:**

-

**Learning outcomes:**

By the end of the course the student can understand and use some very common everyday expressions and phrases, and s/he can locate informational content in simple texts and messages. The student also knows the basic characteristics of Finnish language and Finnish communication styles.

**Contents:**

This is an introductory course which aims to help students to cope with the most common everyday situations in Finnish. During the course, students learn some useful everyday phrases, some general features of the vocabulary and grammar, and the main principles of pronunciation.

The topics and communicative situations covered in the course are: general information about the Finnish language, some politeness phrases (how to greet people, thank and apologize), introducing oneself, giving and asking for basic personal information, numbers, some time expressions (how to tell and ask the time, days of the week, time of day), food, drink and asking about prices.

The structures studied are: personal pronouns and their possessive forms, forming affirmative, negative and interrogative sentences, the conjugation of some verbs, the basics of the partitive singular and some local cases for answering the 'where'-question.

**Mode of delivery:**

Contact teaching, on-line learning and independent work. There will be organized also one on-line group in each semester.

**Learning activities and teaching methods:**

Lessons 2 times a week (26 h, including the final exam) and guided self study (24 h).

**Target group:**

International degree and post-graduate degree students, exchange students and the staff members of the University.

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

Will be provided during the course.

**Assessment methods and criteria:**

Regular and active participation in the weekly lessons (twice a week), homework assignments and written exam at the end of the course will be observed in assessment.

Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

Grading scale is on a pass/fail basis.

**Person responsible:**

Arja Haapakoski

**Working life cooperation:**

-

**Other information:**

Sign-up in WebOodi or in Tuudo.

**900013Y: Beginners' Finnish Course 1, 3 op**

**Voimassaolo:** 01.08.1995 -

**Opiskelumuoto:** Language and Communication Studies

**Laji:** Course

**Vastuuyksikkö:** Languages and Communication

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

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay900013Y Beginners' Finnish Course 1 (OPEN UNI) 2.0 op

**Proficiency level:**

A1 (target level A1.2)

**Status:**

The course is intended for the international students in every faculty of Oulu University.

**Required proficiency level:**

A1.1, Completion of the Survival Finnish course (900017Y) or the equivalent language skills.

**ECTS Credits:**

3 ECTS credits

**Language of instruction:**

As much Finnish as possible; English will be used as a help language.

**Timing:**

-

**Learning outcomes:**

By the end of the course the student can understand and use some familiar and common everyday expressions relating to her/himself and everyday situations. S/he can interact in a simple way provided the other person talks slowly and clearly and is willing to help. The student is able to read short simple texts and messages dealing with familiar topics. S/he also deepens her/his understanding of the Finnish language and communication styles.

**Contents:**



This is lower elementary course which aims to help students to learn communication skills in ordinary everyday situations. During the course, students broaden their vocabulary and knowledge of grammar and principles of pronunciation. They also practise to understand easy Finnish talk about everyday subjects, and reading and writing short and simple texts/messages.

The topics and communicative situations covered in the course are: talking about oneself, one's family, studies and daily routines, as well as asking about these things from other person; expressing opinions; food, drink and transactions in the grocery; accommodation and describing it; colours and adjectives.

The structures studied are: verb types, basics of the change of the consonants k, p and t in verbs and nouns, basics of the partitive and genitive cases, possessive structure, some declension types for nouns (word types) and the basics of the local cases.

**Mode of delivery:**

Contact teaching and guided self study

**Learning activities and teaching methods:**

Lessons 2 times a week (26 h, including the final exam) and guided self study (55 h)

**Target group:**

International degree and post-graduate degree students, exchange students and the staff members of the University.

**Prerequisites and co-requisites:**

Completion of the Survival Finnish Course

**Recommended optional programme components:**

-

**Recommended or required reading:**

Kuparinen, K. & Tapaninen, T. Oma suomi 1 (chapter 2 - 5)

**Assessment methods and criteria:**

Regular and active participation in the weekly lessons (twice a week), homework assignments and written exam at the end of the course will be observed in assessment.

Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

Grading scale is 1-5.

**Person responsible:**

Anne Koskela

**Working life cooperation:**

-

**Other information:**

Sign-up in WebOodi or Tuudo. The course will start right after the Survival Finnish course.

**900015Y: Intermediate Finnish Course 1, 5 op**

**Voimassaolo:** 01.08.1995 -

**Opiskelumuoto:** Language and Communication Studies

**Laji:** Course

**Vastuuyksikkö:** Languages and Communication

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

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay900015Y Intermediate Finnish Course 1 (OPEN UNI) 4.0 op

**Proficiency level:**

A2.1

**Status:**

The course is intended for the international students in every faculty at the University of Oulu.

**Required proficiency level:**

A1.3, Completion of the Beginners' Finnish course 2 (900053Y) or the equivalent language skills.

**ECTS Credits:**

5 ECTS credits

**Language of instruction:**

Mainly Finnish

**Timing:**

-

**Learning outcomes:**

By the end of the course the student can communicate in ordinary everyday situations when the topics are familiar or connected with everyday matters. S/he can search for and locate key informational content in different kinds of texts. The student can also identify the topic and some details of the discussion around her/him. S/he can describe activities and personal experiences both orally and in writing and s/he also knows the difference between spoken/colloquial and written/standard language. The student knows how things can be expressed with different degrees of politeness and can apply that information in her/his own communication.

**Contents:**

The course is a lower intermediate course. During the course students strengthen their communication skills in ordinary everyday situations and acquire a wider vocabulary and more thorough knowledge of grammar. In addition, students practise understanding and producing Finnish talk and reading newspaper articles.

The topics and communicative situations covered in the course are: requesting different kinds of requests, expressing politeness, making appointments with friends, giving directions, doing the shopping, talking about the past and talking about his/her future plans, hobbies, transactions e.g. in the doctor's and post office.

The structures studied are: more about the imperative, the verb rections, the deverbal noun (-minen), passive present tense, part of the plural declension of nouns, the third infinitive (ma-infinitive), more about sentence types, perfect tense, more about object cases.

**Mode of delivery:**

Contact teaching and guided self-study.

**Learning activities and teaching methods:**

Lessons 2 times a week (52 h, including the tests) and guided self-study (83 h)

**Target group:**

International degree and post-graduate degree students, exchange students and the staff members of the University

**Prerequisites and co-requisites:**

Completion of the Beginners' Finnish Course 2

**Recommended optional programme components:**

-

**Recommended or required reading:**

Gehring, S. & Heinzmann, S.: **Suomen mestari 2**, (chapters 1 - 5)

**Assessment methods and criteria:**

Regular and active participation in the weekly lessons (twice a week), homework assignments and the tests will be taken into consideration in the assessment.

Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

Grading scale is 1-5.

**Person responsible:**

Anne Koskela

**Working life cooperation:**

-

**Other information:**

Sign-up in WebOodi or Tuudo.

**900016Y: Intermediate Finnish Course 2, 5 op**

**Voimassaolo:** 01.08.1995 -

**Opiskelumuoto:** Language and Communication Studies

**Laji:** Course

**Vastuuyksikkö:** Languages and Communication

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

**Opintokohteen kielet:** Finnish

**Proficiency level:**

A2.2

**Status:**

The course is intended for the international students in every faculty at the University of Oulu. Also students of the Oulu University of Applied Sciences (OAMK) may also participate to this cross-institutional study. See courses, student quota and applying for OAMK students <https://www oulu.fi/forstudents/crossinstitutionalstudy>.

**Required proficiency level:**

A2.1, Completion of the Intermediate Finnish course 1 (900015Y) or the equivalent language skills.

**ECTS Credits:**

5 ECTS credits

**Language of instruction:**

Finnish

**Timing:**

-

**Learning outcomes:**

By the end of the course the student can communicate in various informal situations in Finnish. The student understands the main points of messages and talk around her/him. S/he can produce simple connected text on topics which are familiar or of personal interest and describe experiences and also report heard content to others.

**Contents:**

The course is an upper intermediate course. During the course students learn the necessary written and oral skills to be able to cope in informal situations arising during everyday life, work and study. In the course, students practise understanding more Finnish talk and written texts, and finding information and talking about it to other people. In the classes the main stress is on oral exercises and group work. The topics and communicative situations covered in the course are: transactions e.g. in clothes shops and on the phone, Finnish small talk, reacting in different situations, information and facts about Finnish celebrations and features of colloquial/spoken language.

The structures studied are: the perfect and pluperfect, revision of all the verb tenses, comparison of adjectives, conditional, more about the plural declension of nouns (particularly the plural partitive case), more about object and predicative cases, the passive imperfect.

**Mode of delivery:**

Contact teaching and guided self-study

**Learning activities and teaching methods:**

Lessons (52 h, including the tests) and guided self-study (83 h).

**Target group:**

International degree and post-graduate degree students, exchange students and the staff members of the University.

Students of the Oulu University of Applied Sciences (OAMK) students and OAMK's international and exchange students may also participate to this cross-institutional study. The quota principle is as follows: at least two OAMK students in a course and if there are more places, they are filled according to the queuing principle.

See more information <https://www oulu.fi/forstudents/crossinstitutionalstudy>.

**Prerequisites and co-requisites:**

Completion of the Intermediate Finnish Course 1 or equivalent skills

**Recommended optional programme components:**

-

**Recommended or required reading:**

Gehring, S. & Heinzmann, S.: **Suomen mestari 2 (chapters 6 - 8)**.

**Assessment methods and criteria:**

Regular and active participation in the weekly lessons (twice a week), homework assignments and the tests will be taken into consideration in the assessment.

Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

Grading scale is 1-5.

**Person responsible:**

Anne Koskela

**Working life cooperation:**

-

**Other information:**

Sign-up in WebOodi or Tuudo.

**900054Y: Conversational Skills in Finnish, 3 op**

**Voimassaolo:** 01.08.1995 -

**Opiskelumuoto:** Language and Communication Studies

**Laji:** Course

**Vastuuyksikkö:** Languages and Communication

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

**Opintokohteen kielet:** Finnish

**Proficiency level:**

B1/B2 , according to the Common European Framework.

**Status:**

The course is intended for the international students in every faculty at the University of Oulu. Students of the Oulu University of Applied Sciences (OAMK) may also participate to this cross-institutional study. See courses, student quota and applying for OAMK students <https://www oulu.fi/forstudents/crossinstitutionalstudy>.

**Required proficiency level:**

A2.2

Completion of Intermediate Finnish 2 (900016Y) or the equivalent language skills.

**ECTS Credits:**

3 ECTS credits

**Language of instruction:**

Finnish

**Timing:**

-

**Learning outcomes:**

By the end of the course the student can interact with a degree of fluency (and spontaneity) that makes regular interaction with native speakers quite possible. S/he can describe and explain (clearly and in detail)

on a wide range of objects, experiences and events, dreams, hopes and ambitions. The student can bring out opinions, give reasons and explanations for them and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options. S/he is also able to give a (clear) prepared presentation and answer the questions posed by the audience.

**Contents:**

During the course students strengthen their communication skills in formal and informal situations. The goal is to activate the student's Finnish skills and encourage him/her to use them in different situations. There will be various types of situational dialogue, conversation and listening exercises in the course. In addition, students will conduct a short survey which will also be reported to other students in the class.

**Mode of delivery:**

Contact teaching and guided self study

**Learning activities and teaching methods:**

Lessons twice a week (28-30 h), group work (15 h) and guided self study (36 h)

**Target group:**

International degree and post-graduate degree students, exchange students and the staff members of the University. Students of the Oulu University of Applied Sciences (OAMK) may also participate to this cross-institutional study. See courses, student quota and applying for OAMK students <https://www oulu.fi/forstudents/crossinstitutionalstudy>.

**Prerequisites and co-requisites:**

Completion of Intermediate Finnish 2 (900016Y) or equivalent skills

**Recommended optional programme components:**

-

**Recommended or required reading:**

Will be provided during the course.

**Assessment methods and criteria:**

To pass the course, students must attend class on a regular basis and complete group work tasks and homework assignments.

Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

Grading is on a pass/fail basis.

**Person responsible:**

Anne Koskela

**Working life cooperation:**

-

**Other information:**

Sign-up in WebOodi or Tuudo. Staff members in in staff training portal.

**900027Y: Special Course in Finnish: Writing Skills, 3 op**

**Voimassaolo:** 01.08.1995 -

**Opiskelumuoto:** Language and Communication Studies

**Laji:** Course

**Vastuuyksikkö:** Languages and Communication

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

**Opintokohteen kielet:** Finnish

**Proficiency level:**

B1/B2, according to the Common European Framework.

**Status:**

Course is intended for the international students in every faculty at the University of Oulu. Students of the Oulu University of Applied Sciences (OAMK) students and OAMK's international and exchange students may also participate to this cross-institutional study. The quota principle is as

follows: at least two OAMK students in a course and if there are more places, they are filled according to the queuing principle. See more information <https://www oulu.fi/forstudents/crossinstitutionalstudy>.

**Required proficiency level:**

A2.2 Completion of the Finnish for Advanced Students (900020Y) or the equivalent language skills.

**ECTS Credits:**

3 ECTS credits

**Language of instruction:**

Finnish

**Timing:**

-

**Learning outcomes:**

By the end of the course the student can write coherent and detailed descriptions and summaries about various matters. S/he is able to summarize text and justify his/her own statements of opinions. In addition, the student knows the steps of the writing process and understands the significance of a text's function and target audience. S/he can also differentiate between formal and informal writing styles.

**Contents:**

During the course students develop their writing skills in Finnish and are guided in the drafting of different text types and documents needed in studies and work. In the course students learn how to write informal and formal letters, an argument-essay, a summary, a job application and a report.

**Mode of delivery:**

One contact lesson at the beginning of the course and guided independent studying using online

**Learning activities and teaching methods:**

The course will be held online using a Moodle environment.

**Target group:**

Course is intended for the international students in every faculty at the University of Oulu. Students of the Oulu University of Applied Sciences (OAMK) students and OAMK's international and exchange students may also participate to this cross-institutional study. The quota principle is as follows: at least two OAMK students in a course and if there are more places, they are filled according to the queuing principle. See more information <https://www oulu.fi/forstudents/crossinstitutionalstudy>.

**Prerequisites and co-requisites:**

Completion of the Intermediate Finnish Course 2

**Recommended optional programme components:**

-

**Recommended or required reading:**

Web based material in Moodle.

**Assessment methods and criteria:**

To pass the course, the student must complete all the required writing assignments. Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

Grading is on a pass/fail basis.

**Person responsible:**

Anne Koskela

**Working life cooperation:**

-

**Other information:**

Sign-up in WebOodi or in Tuudo. Staff members in staff training portal.

**902177Y: Academic English for Business, 5 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Language and Communication Studies

**Laji:** Course

**Vastuuyksikkö:** Languages and Communication

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

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**Proficiency level:**

B2-C1

**Status:**

Two-year International Business Masters program: Students who do not need to complete the Finnish course will complete this English course

**ECTS Credits:**

5 ECTS credit. 130 hours of work

**Language of instruction:**

English

**Timing:**

Autumm term only

**Learning outcomes:**

By the end of the course, students are able to:

- demonstrate the ability to organize information by writing essays with a good degree of fluency
- demonstrate the ability to search for and synthesize information from several sources
- demonstrate the ability to compile a short research paper including the usual components of a research paper with a good degree of fluency
- demonstrate the ability to discuss and form conclusions from own research
- demonstrate the ability to present own research in a presentation.

**Contents:**

In this course, students will learn about different essays and practice writing different kinds of essays as well as study and compile a research paper including all the usual components of a research paper. Students will utilize a variety of sources, take notes, paraphrase and quote from sources. Students will use usual conventions for documentation of sources and through this process practice the process of writing research papers in English.

**Mode of delivery:**

The course includes 19 classroom sessions and homework and participation in the classroom sessions is mandatory.

**Learning activities and teaching methods:**

Classroom sessions include 38 hours of classroom instruction and coaching and 57 hours of homework following classroom sessions / 35 hours of independent work writing draft 2 of the research project.

**Target group:**

first-year students in the International Business Masters program of Oulu Business School

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

The course materials can be purchased at Juvenis Print and can be found in Moodle.

**Assessment methods and criteria:**

Course assessment is carried out by assessment of 3 essays (35 points), the research paper (45 points) and the presentation (20 points).

**Grading:**

The grading scale is 1-5 or Fail.

**Person responsible:**

Jaana Sorvari

*First year spring courses***721469S: Business Marketing in Networks, 6 op****Voimassaolo:** 01.08.2019 -**Opiskelumuoto:** Advanced Studies**Laji:** Course**Vastuuyksikkö:** Oulu Business School**Arvostelu:** 1 - 5, pass, fail**Opettajat:** Hanna Komulainen**Opintokohteen kielet:** English**Voidaan suorittaa useasti:** Kyllä**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 3 (year 1)

**Learning outcomes:**

Upon completion of the course, students are able to understand, define and assess different theoretical approaches to business marketing in networks. They are able to explain why the different kinds of networks are important in global business life and are able to coordinate those considering strategic goals of the company. They can critically apply different network discourse conceptions to their global business environment. Students are able to analyze the underlying logic of different types of strategic nets, value creation between organizations likewise sources of conflict and conflict resolution strategies. Having completed the course, students are able to view and evaluate B2B relationships from different perspectives and are capable to evaluate and argue the relevance and usefulness of different B2B marketing theories. In addition, students have enhanced their multicultural teamwork skills in group working and have both written and oral presentation skills to interpret scientific articles and solve practical business problems.

**Contents:**

The basic concepts and principles of managing business relationships and network thinking including the following themes: 1) Principles of network thinking and basic concepts, 2) Business network management and strategic nets, 3) Value creation in business relationships, 4) Key account management, 5) Relationship portfolios, 6) Development of business relationships, 7) B2B relationships and networks in international context, 8) Sources of conflicts and conflict resolution in business networks, 9) Social capital and its meaning in networks, and 10) Customer knowledge management and knowledge sharing.

**Mode of delivery:**

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

**Learning activities and teaching methods:**

Course includes an introduction lecture followed by independent online studies (40 h) and contact lectures (24 h), and related to these, different assignments such as article analyses, case exercises, multicultural group works and group presentations (50h). Independent reading of the course materials for the individual final assignment (46 h) is required to pass the course.

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

No prerequisites

**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 course material appointed by the lecturer available in Moodle.



**Assessment methods and criteria:**

Obligatory exercises and exam/individual assignment. The assessment of the course 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. Hanna Komulainen

**Working life cooperation:**

Understanding business networks and their management is a highly relevant work life skill in modern and global business contexts. It has direct links to successful innovation activities and capability for global networking. In addition, visiting industry experts with real-life cases and practicing multicultural teamwork during the course gives relevant skills for work life.

**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:** Teck Tan

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721427A Brand Management 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 3 (year 1)

**Learning outcomes:**

Upon completion of this course, the student is able to systematically analyze and develop brands and brand communication and compare different brand strategies, in both local and global contexts. The student is able to assess brand value from the perspectives of a firm, customers, and different stakeholders. Also, the student is able to discuss with arguments the brand phenomenon and related concepts (image, identity, reputation). In addition, the student is able to analyze different phases and factors of the branding process. Accordingly, the student is able to make brand-related decisions and apply the brand perspective as a strategic asset of businesses. Students are also able to analyze and discuss contemporary and globally-related problems and develop appropriate brand strategies and initiatives.

**Contents:**

The brand phenomenon from versatile and contemporary perspectives. The lectures include following themes: the origin of brand phenomenon and evolution of brand research, designing branding strategies and brand communication, brand value, network perspective in branding, managing brands over time. 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 November at Noppa and online learning space) (26 h), lectures and visiting lectures, (34 h), reading the assigned articles (20 h), brand analysis (including real-life case) as group work (40 h), learning diary (40 h).

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

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 (home-exam at online learning space, deadline week 2) AND an article collection announced during the course. Recommended additional material: Rajendra K. Srivastava and Gregory Metz Thomas (eds.). 2016. The Future of Branding.

**Assessment methods and criteria:**

Assessment will be at three stages: pre-examination (20 %), group work and its presentation (50 %) and an individual learning diary (30 %). The assessment is based on the learning outcomes of the course unit. Before the course, follow Noppa for announcements regarding pre-exam material, and sign in for the course preferably by the end of December.

**Grading:**

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

**Person responsible:**

Dr. Teck Ming (Terence) Tan

**Working life cooperation:**

The course includes guest lectures from different fields of branding. The students will implement a brand analysis of a company as part of their group work.

**Other information:**

The number of students is limited.

**721559S: Venture Growth Strategies, 6 op**

**Voimassaolo:** 01.08.2010 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Sakari Sipola

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay721559S Venture Growth Strategies (OPEN UNI) 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English.

**Timing:**

Period 4, first year of the Master's program.

**Learning outcomes:**

After the course the student can understand the risks and rewards related to different growth strategies, recognize the fundamental elements of successful ventures and the needed resources and competencies for developing and scaling them at international markets. The students are able to read the startup landscape at different geographical contexts.

**Contents:**

The course provides an overview of high-growth entrepreneurship and the process of building and scaling ventures with significant business potential. Recent advancements in the startup field are discussed with a specific focus on Silicon Valley and different forms of entrepreneurial finance such as public finance and venture capital.

**Mode of delivery:**

Face-to-face teaching, online activity.

**Learning activities and teaching methods:**

Blended teaching method of 24 hours of lectures, visiting industry experts, and online work (12h) with reflection (72 h), reading the course literature (50 h), writing the report (38 h). The responsible person will provide further details in the first session.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

Basic and intermediate studies in international business management

**Recommended optional programme components:**

721565S Design Driven Innovation, 721434S Selling and Sales Management, 721566S Business Impact Project

**Recommended or required reading:**

Article collection and online material.

**Assessment methods and criteria:**

Assessment will be based on individual written report, assignments and lecture activity.

**Grading:**

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

**Person responsible:**

Sakari Sipola

**Working life cooperation:**

Visiting industry experts provide real-life cases and examples.

**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

**Language of instruction:**

English

**Timing:**

Period 4. It is recommended to complete the course at the 1st 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 form.

**Contents:**

During the course e.g. the following issues will be dealt with: marketing as a science, different marketing schools thought, implications of the multiple schools of thought, nature and logics of theoretical contribution and process of scientific publication.

**Mode of delivery:**

Face-to-face teaching with some online elements

**Learning activities and teaching methods:**

24 contact teaching, 42h teamwork, independent reading of the textbooks (94 h).

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

Students need to have completed minimum of 30 ECTS in marketing master level courses 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. (2016) Marketing Theory AND The SAGE Handbook of Marketing Theory, Ed. by Maclaran, P., Stern, B., Saren, M. & Tadajewski, M. (2009 or newer).

**Assessment methods and criteria:**

Home exam including oral exam in pairs (50 %), Individual blog writing and commenting assignment (25 %) and Individual essay (25 %).

**Grading:**

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

**Person responsible:**

Professor Pauliina Ulkuniemi

**Working life cooperation:**

The course contains practicing team work skills. The students also write a blog text and comment on it.

**Other information:**

The number of students is limited.

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

**Voimassaolo:** 01.08.2014 -

**Opiskeluoto:** 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

**Language of instruction:**

English

**Timing:**

Period 4 (1st year)

**Learning outcomes:**

Students will learn to plan and conduct scientific research. They will have knowledge of how to apply methodological ideas and qualitative research methods to produce new knowledge and report research results.

**Contents:**

The following themes will be covered: 1) research and writing as a process, 2) research ethics, 3) research planning and research design, 4) literature review, 5) data collection, 6) data analysis and 7) drawing conclusions.

**Mode of delivery:**

Lectures, group exercises and self study.

**Learning activities and teaching methods:**

Lectures and group exercises (32 h), group work (44 h), self-study (54 h).

**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 international business management.

**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 provided by teachers.

**Assessment methods and criteria:**

Assessment will be based on the learning outcomes.

**Grading:**

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

**Person responsible:**

Juha Tuunainen, Jan Hermes (assistants: Marianne Ylitalo, Outi Merilahti)

**Working life cooperation:**

Students will learn skills that will help them to search for reliable information and analyze it critically, evaluate the credibility of the information, and create new knowledge to support managerial decisions.

**Other information:**

The number of students is limited.

*Second year courses***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

**Language of instruction:**

English

**Timing:**

Period 3 (Year 2)

**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 credits (5 Master level courses).

**Recommended optional programme components:**

No

**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

**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 number of students is limited. Registration open 1.12.2020-12.1.2021

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

**Opiskelumoto:** Advanced Studies

**Laji:** Diploma thesis

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** Finnish, English

**ECTS Credits:**

30 credits

**Language of instruction:**

English, Master's Thesis can be written in Finnish

**Timing:**

Period 1-4 (2nd year of Master's Programme)

**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.

**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. Discipline-based kick-off/info sessions are organized in September and May.

**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 based on the defined assessment criteria.

**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.

**721474S: Procurement and Supply Chain Management, 6 op**

**Voimassaolo:** 01.08.2019 -

**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 credits

**Language of instruction:**

English

**Timing:**

Period 1 (year 2)

**Learning outcomes:**

After passing the course, students can describe the various roles and functions of purchasing and logistics from a strategic supply chain perspective. They know the main tasks and responsibilities in purchasing and are able to analyze business relationships involving co-operation with suppliers. The students can critically evaluate and interpret supply chain phenomena using conceptual and analytical models and can communicate their ideas in written and oral form.

**Contents:**

Definition of key concepts and planning tools of procurement and supply chain management. Discussion of procurement processes and organizational choices in different industry contexts, including global purchasing, buying of services, outsourcing and public procurement. Lean and agile supply chain supply chain management initiatives are examined together with collaborate practices (e.g. ECR, CPFR, SCOR).

**Mode of delivery:**

Online course

**Learning activities and teaching methods:**

Weekly assignments in course learning space including independent study, group work, discussions and reflection.

**Target group:**

Master's level students in marketing

**Prerequisites and co-requisites:**

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

**Recommended optional programme components:**

No

**Recommended or required reading:**

T.E. Johnsen, M. Howard & J. Miemczyk (2018), Purchasing and Supply Chain Management: A Sustainability Perspective, 2nd ed, Routledge. Other material appointed by course instructors.

**Assessment methods and criteria:**

Individual online exam (20%), Individual (40%) and groupwork reports (40%).

**Grading:**

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

**Person responsible:**

Professor Jari Juga and Professor Pauliina Ulkuniemi

**Working life cooperation:**

The course includes case exercises representing real-life procurement and supply chain phenomenon and their analysis.



**Other information:**

The number of students is limited.

**721473S: Quantitative Methods in Marketing Research, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Juha Tuunainen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 1 (year 2)

**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 research and data based decision making, measuring concepts and collecting quantitative data. 2) Tools of quantitative research in Master level are introduced (e.g. Excel, SPSS, PSPP, Webropol) and finally, 3) Issues related to reporting quantitative research and statistical research.

**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 lectures. Article collection, and other material as well as possible compendium can be downloaded from Moodle.

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

**Person responsible:**

Juha Tuunainen, Jan Hermes (assistants: Marianne Ylitalo, Outi Merilahti)

**Working life cooperation:**

Basic understanding relating for cyber security, how to collect data for data based decision making 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.

**Other information:**

The number of students is limited.

**721567S: Technology and Data Analytics, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Tuure Haarjärvi

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

Students gain understanding about the impact of AI technology development. Focus will be on the current advancement of machine learning and influence technology has on business and society. Students are also able to express their ideas analytically and effectively both in written and oral form.

**Contents:**

Course will use psychological and philosophical theories to understand what intelligence is. Artificial intelligence is discussed from a perspective of neural networks and machine learning. Business impact analysis is done via Porter's three generic strategies. Moral Foundations Theory and O-Ring Principle are used to understand and assess societal impact.

Topics are discussed mainly from non-technical perspective (eg. no AI programming or logic scripting) on technology.

**Mode of delivery:**

Face-to-Face teaching with materials and resources online. Industry visitors.

**Learning activities and teaching methods:**

The course consists of lectures with reflections, visitor lectures, workshop sessions, reading the course literature, writing the report. Students will apply their theoretical knowledge and approaches in an individual course assignment.

**Target group:**

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

**Prerequisites and co-requisites:**

none

**Recommended optional programme components:**

none

**Recommended or required reading:**

none

**Assessment methods and criteria:**

Exercises and learning diary.

**Grading:**

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

**Person responsible:**

Tuure Haarjärvi

**Working life cooperation:**

Course will have multiple visitors from companies lecturing relevance of disruptive technologies for their business.

**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:** Timo Pohjosenperä

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 2 ( 2 Year)

**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 cases, 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' supply chains, 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 real-life company cases.

**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. Several articles will also be included in the study material. See further instruction from detailed course description on Moodle learning environment.

**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 Moodle learning environment.

**Grading:**

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

**Person responsible:**

Timo Pohjosenperä

**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.

**721477S: Advanced Perspectives in Brand Co-creation, 6 op**

**Voimassaolo:** 01.08.2020 -

**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 credits

**Language of instruction:**

English

**Timing:**

Period 2 (Year 2)

**Learning outcomes:**

Upon completion this intensive course, the student is able to identify, discuss and critically analyse different schools of brand management. The student is also able to characterise different brand co-creation perspectives and their implications for organisations and their stakeholders. The student is able to apply theoretical knowledge of brand co-creation processes to real-life brand challenges. In addition, the student learns current research topics of the faculty and is able to formulate research possibilities within the brand phenomenon. This course suits particularly well for students with brand-related master's thesis topic and/or career plans related to brand building and management.

**Contents:**

Schools of brand management, co-creative brand management system, motives for co-creation, complexity of branding platforms, brand storytelling, ethics of brand co-creation, brand co-destruction, other contemporary brand research topics.

**Mode of delivery:**

Blended method

**Learning activities and teaching methods:**

Introductory lectures and discussion seminars (20 h), individual Moodle exercises, e.g. writing blog text (60 h), reading assigned articles and text book (50 h), real-life brand challenge as group work (30 h). Attendance for lectures/seminars and brand challenge mandatory.

**Target group:**

Master students in Marketing

**Prerequisites and co-requisites:**

Consumer behaviour, Service marketing and management, Brand management, Marketing Theory.

**Recommended or required reading:**

Articles assigned by the teacher during the course. Nicholas Ind & Holger J. Schmidt (2019). Co-creating brands. Brand management from a co-creative perspective.

**Assessment methods and criteria:**

Group work and its presentation, i.e. brand challenge and its solution, and an individual critical essay.

**Grading:**

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

**Person responsible:**

Saila Saraniemi

**Working life cooperation:**

Students create solutions for real-life brand challenge

**Other information:**

The number of students is limited: max. 24 students. Enrolling to the course via Weboodi is binding.

**721475S: Service Design Project, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 4

**Learning outcomes:**

Upon completion of this intensive course the student is able to 1) understand how service design thinking can be applied in marketing problems and 2) is able to define ways to implement service design in organizational development towards better customer experience.

**Contents:**

Design thinking as a tool for strategic management, service design foundations and applications, methods to analyse customer needs and experience, methods to plan service journeys.

**Mode of delivery:**

Contact teaching

**Learning activities and teaching methods:**

Introductory lectures, Intensive problem based groupwork around real-life company assignment, groupwork presentations.

**Target group:**

Master's level students in marketing

**Prerequisites and co-requisites:**

Minimum of 30 ECTS marketing studies completed, including 721471S Service Marketing and Management, 721433S Consumer Behavior and 721436S Brand Management

**Recommended optional programme components:**

No

**Recommended or required reading:**

Course material provided by the course instructor

**Assessment methods and criteria:**

Group work report, presentation and active participation in contact teaching.

**Grading:**

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

**Person responsible:**

Ilkka Ojansivu and Fatima Khitous

**Working life cooperation:**

The course includes intensive real-life case exercise.

**Other information:**

The number of students is limited.

**721476S: Readings in Marketing, 6 op**

**Voimassaolo:** 01.01.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Mari Juntunen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

The course is available during the whole academic year.

**Learning outcomes:**

Our students demonstrate knowledge of the theories, concepts, frameworks and/or empirical findings of the marketing discipline. They will have skills for individual learning and identifying relevant business research information.

**Contents:**

The contents will be elective within the specific frames and emerging themes set by teachers.

**Mode of delivery:**

Independent study.

**Learning activities and teaching methods:**

This non-stop course is available for Marketing students at Oulu Business School throughout the study year 2020-21. Students can hop onto the course whenever it best suits them. By taking the course, students get themselves familiar with the literature concerning one of the following topics: Entrepreneurial marketing, Global marketing, OR Social marketing. After reading the literature, students can complete the exam in Moodle environment at their chosen time.

Enrolment in WebOodi is required neither for the course nor for the exam. All information related to the completion of the course and the exam are available in Moodle. Students interested in completing the course can self-enrol the Moodle environment '721476S Readings in Marketing, 6 ECTS Credits' by using the following enrolment key: MarketingReadings

The assessment is based on exam.

**Target group:**

Students of the Master's program 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:**

Required: Book(s) and related materials assigned by teachers.

**Grading:**

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

**Person responsible:**

Dr. Mari Juntunen

**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

**Opettajat:** Mari Juntunen

**Opintokohteen kielet:** English

**ECTS Credits:**

6 credits

**Language of instruction:**

Varies depending on the way of completion.

**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 Sakari Nikkilä 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 Mari Juntunen and Sakari Nikkilä.

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.

More detailed guidelines are available from the responsible persons

**Target group:**

Students of OBS's Master's Programmes

**Prerequisites and co-requisites:**

Completed bachelor's studies. Minimum of 30 credits of Master's studies

**Recommended optional programme components:**

No

**Recommended or required reading:**

-

**Assessment methods and criteria:**

Internship report and other documentation delivered according to the above instructions

**Grading:**

Pass/Fail

**Person responsible:**

Mari Juntunen, Sakari Nikkilä

**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 in advance following the general process described above.

**721336S: Special Issue, 6 op**

**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

**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:**

-

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

**Person responsible:**

Varies depending on the way of completion and the major discipline

**Working life cooperation:**

Depends on the individually agreed on assignment.

**Other information:**

The number of students is limited. Special Issue is not a course regularly offered to the students.