

# Opasraportti

## TaTK - Marketing 2008-2009 (2008 - 2009)

### Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

721004A: Additional Studies in Marketing, Intermediate Level, 0 op  
 721671A: B to B E-Commerce, 5 op  
 721175A: Business Simulation, 5 op  
 721424P: Business to Business Marketing, 5 op  
 721419P: Consumer Behavior, 5 op  
 721551S: Current Issues in Management Organization, 6 op  
 721672S: Economics of Network Industries, 6 op  
 721463S: Environmental Marketing, 6 op  
 721415A: Industrial Sales Management, 5 op  
 721416A: Integrated Marketing Communications, 5 op  
 721461S: International Business Theory, 6 op  
 721425A: International Logistics and Distribution, 5 op  
 721413P: Managing Business Relationships, 5 op  
 721417A: Marketing Research and Information Systems, 5 op  
 721460S: Marketing Theory, 6 op  
 721421A: Marketing of a High Tech Firm, 5 op  
 721430S: Master's Thesis, Marketing, 30 op  
 721462S: Network Theory, 6 op  
 721423A: Pricing Strategies, 5 op  
 721409P: Principles of Marketing, 5 op  
 721412P: Product and Market Strategies, 5 op  
 721414S: Purchasing and Supplier Relationships, 6 op  
 721418A: Seminar in Marketing, 10 op  
 721422A: Services and Relationship Marketing, 5 op  
 721336S: Special Issue, 6 op  
 721183A: Strategic Management, 5 op  
 721464S: Strategic Marketing and Management, 6 op

### Opintojaksojen kuvaukset

#### Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

**721004A: Additional Studies in Marketing, Intermediate Level, 0 op**

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

## **721671A: B to B E-Commerce, 5 op**

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Salo, Jari Tapani

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 credits

**Timing:**

Period D

**Contents:**

Strategy, networking and electronic commerce

**Recommended or required reading:**

Material announced during the lectures

**Assessment methods and criteria:**

Lectures, article and literature examination

**Person responsible:**

Assistant in Information and Communication Business Manne Kesti

## **721175A: Business Simulation, 5 op**

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Tuppurainen, Risto Kalevi

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Timing:**

Semester: -

**Contents:**

The significance of different aspects of business studies in managing profitable organization

**Learning activities and teaching methods:**

Business simulation game and practice work.

**Recommended or required reading:**

R. Preston McAfee: Competitive Solutions – The Strategist's Toolkit. Princeton University Press, 2002.

**Assessment methods and criteria:**

The students play the business simulation game and analyse the result. A report of the simulation is also required.

**Person responsible:**

N.N.

## 721424P: Business to Business Marketing, 5 op

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Satu Nätti

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay721424P Business to Business Marketing (OPEN UNI) 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Timing:**

Period D

**Contents:**

Characteristics of business markets. Understanding organisational buying behaviour and current trends in business-to-business markets. Interactions and networks in industrial markets. Assessing marketing opportunities and strategies in business-to-business markets. Distribution in industrial context.

**Learning activities and teaching methods:**

26 h lectures and case studies.

**Recommended or required reading:**

Anderson, J.C. & Narus J.A.: Business Market Management. Understanding, Creating, and Delivering Value. 2nd edition, 2004.

**Assessment methods and criteria:**

A literature examination.

**Person responsible:**

Senior Lecturer in Marketing Satu Nätti, D.Sc.

## 721419P: Consumer Behavior, 5 op

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Sinisalo, Jaakko Lauri Juhani

**Opintokohteen oppimateriaali:**

Assael, Henry , , 1995

Solomon, Michael R. , , 2004

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay721419P Consumer Behavior (OPEN UNI) 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Timing:**

Period D

**Contents:**

Consumer decision making; the individual consumer, environmental influences to consumer decision making, marketing strategies connected with individual and group behaviour.

**Learning activities and teaching methods:**

20 h lectures, assignment and independent reading of the textbooks

**Recommended or required reading:**

Assael, H.: Consumer Behavior & Marketing Action, 4th ed. 1992 (or newer), OR Solomon, M.R.: Consumer Behavior. Buying, having, being, 5th ed. (or newer) and material provided by lecturer

**Assessment methods and criteria:**

Lectures and literature examination

**Person responsible:**

Assistant in information and communication business Jaakko Sinisalo, M.Sc. (Econ.& Bus.Adm.)

## 721551S: Current Issues in Management Organization, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opintokohteen kielet:** English

**ECTS Credits:**

6 credits

**Timing:**

Period D

**Contents:**

This year, the module focuses on research methodology and its use in management research. The recent years have witnessed an increasing interest towards constructionist and critical approaches to organization studies, however, the relation of these new currents to the traditional concerns of methodology, and to the input into practitioner issues, has remained unclear. The aim of this course is to explore the different research paradigms – positivist, constructionist and postmodern – available for the students of management, and to discuss their philosophical underpinnings as well as their distinctive ways of responding to the calls for “practitioner relevance”. The course suits advanced undergraduate and beginning doctoral students in management and organization. It can also be taken in conjunction with advanced or doctoral studies in other business management disciplines.

**Learning activities and teaching methods:**

Lectures will be taught in an intensive format.

**Recommended or required reading:**

A lecture note will be given out.

**Assessment methods and criteria:**

Lectures will be taught in an intensive format.

**Person responsible:**

Docent in Management and Organization, D. Phil. Mihaela Kelemen.

## 721672S: Economics of Network Industries, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Timo Koivumäki

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

6 credits

**Timing:**

Period D

**Contents:**

We take a game theoretic approach to study dynamics of company structure, strategic decision-making and market development in network industries. We also focus on the effects of social interaction on consumers' choices.

**Recommended or required reading:**

Shy (2001): Economics of Network Industries

**Person responsible:**

Timo Koivumäki, D.Sc.(Econ.&Bus.Adm.), Professor

## 721463S: Environmental Marketing, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Teea Palo

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Timing:**

Period: Literature examination (see exam list)

**Contents:**

The aim of this course is to give students a view of the most essential parts of green marketing.

**Learning activities and teaching methods:**

Prerequisites: Subject studies in marketing. Independent reading of the textbooks

**Recommended or required reading:**

Charter, Martin & Polonsky, Jay (1999): Greener Marketing. A Global Perspective on Greening Marketing Practise. Crane, A.: Marketing, Morality and the Natural Environment, 2000.

**Assessment methods and criteria:**

Literature examination

**Person responsible:**

Assistant in Marketing Annu Ristola, M.Sc. (Econ. & Bus. Adm.)

## 721415A: Industrial Sales Management, 5 op

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Johnston Wesley

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Timing:**

Period A

**Contents:**

To introduce the principles of international industrial sales management on the basis of a relationship approach. Industrial sales management. Understanding the sales force environment. Planning for sales. Recruiting, training and developing the sales force. Motivating, supervising and evaluating the sales force. The selling process.

**Learning activities and teaching methods:**

24 h lectures and a literature examination.

**Recommended or required reading:**

Hite, R.E. & Johnston, W. J.: Managing Salespeople. A Relationship Approach. 1998; Collection of articles and cases.

**Assessment methods and criteria:**

24 h lectures and a literature examination.

**Person responsible:**

Docent in Industrial Marketing and Sales Wesley Johnston.

## 721416A: Integrated Marketing Communications, 5 op

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Mari Juntunen

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Timing:**

Period C

**Contents:**

Advertising in different forms, sales promotion, public relations activities and their use.

**Learning activities and teaching methods:**

28 hours of lectures and discussions

**Recommended or required reading:**

Ottesen, Otto: Marketing Communication Management; A Holistic Approach for Increased Profitability. Copenhagen Business School Press, 2001.

**Assessment methods and criteria:**

Announced in the beginning of the course

**Person responsible:**

Senior Lecturer in Marketing, D.Sc. (Econ. & Bus.Adm.) Satu Nätti

## 721461S: International Business Theory, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Timing:**

Period D

**Contents:**

The course objective is to acquaint students with some approaches to decision making related to the internationalisation of a firm, and with the possibilities and constraints that the other actors in the market and the environmental characteristics pose to the internationalisation of a firm. The course introduces conceptual approaches used to analyze internationalization and related decision making models.

**Learning activities and teaching methods:**

Pre-course examination on the two course books, 20 hours lectures and exercises.

**Recommended or required reading:**

Luostarinen, R. & Welch, L.: International Business Operations, 1993; Daniel, J.D. & Radebaugh, C.H.: International Business – Environments and Operations, 1995, collection of articles named by the lecturer.

**Assessment methods and criteria:**

Pre-course examination on the two course books, 20 hours lectures and exercises.

**Person responsible:**

Professor Tuija Mainela, D.Sc.

## 721425A: International Logistics and Distribution, 5 op

**Voimassaolo:** - 31.07.2010

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Jari Juga

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

## **721413P: Managing Business Relationships, 5 op**

**Voimassaolo:** - 31.07.2010

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Hanna Komulainen

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Timing:**

Period B

**Contents:**

Cooperation and competition in different situations and in different lines of business. Diverse networks, chains, alliances and modes of cooperation in purchasing and marketing. Opportunities that cooperation can offer in international competition.

**Learning activities and teaching methods:**

24 h lectures, assessment and independent reading of the textbooks

**Recommended or required reading:**

Storbacka, Kaj & Sivula, Petteri & Kaario, Kari: Create value with strategic accounts, 1999; other material announced by the lecturer

**Assessment methods and criteria:**

Lectures and literature examination.

**Person responsible:**

Kimmo Alajoutsijärvi, Ph.D.(Econ.&Bus.Adm.), Professor

## **721417A: Marketing Research and Information Systems, 5 op**

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Annu Perttunen

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Timing:**

Period D

**Contents:**

Role of marketing research in management decision making. Information systems. Qualitative and survey research. Scaling and sampling. Data processing and analysis; descriptive statistics and statistical testing.

**Learning activities and teaching methods:**

24 h lectures and exercises, assessment and independent reading of the textbooks

**Recommended or required reading:**

McDaniel, C. & Gates, R.: Marketing Research Essentials. 1995.

**Assessment methods and criteria:**

Lectures and literature examination

**Person responsible:**

Heikki Karjaluoto, D.Sc.(Econ.&Bus.Adm.), Professor

## 721460S: Marketing Theory, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Tähtinen, Jaana Marketta

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Timing:**

Period D

**Contents:**

During the lectures e.g. the following issues will be dealt with: - ways of classifying schools of marketing thought - a closer look at one classification - implications of the variety schools of thought - a closer look at origins of a few schools - how to make a theoretical contribution?

**Learning activities and teaching methods:**

24 h lectures and independent reading of the textbooks. Prerequisites: Subject studies in Marketing

**Recommended or required reading:**

Laurent, G., Lilien, G. L. & Pras, B. (eds): Research Traditions in Marketing, 1994, pp. 1–132 & 321–434; Möller, K. & Wilson, D. (eds): Business Marketing: An Interaction and Network Perspective, 1995, part IV: Methodological Aspects; Panula, J.: Hämärän taakse: marketologian minuutta etsimässä, 2000

**Assessment methods and criteria:**

Lectures and home exam

**Person responsible:**

Jaana Tähtinen, D.Sc., Professor

## 721421A: Marketing of a High Tech Firm, 5 op

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Timing:**

Period B

**Contents:**

The general objective of this course is to increase the understanding of the students of the marketing and internalization of the high tech firms. The aim is to describe and analyze the current state of these issues in the chosen case firms through examination of the focal products and their position in the markets. In more detail the objectives of this course are to provide the student knowledge of the typical features of high-tech marketing and internalization, to make the student acquainted with firms developing and using high technology and to develop the abilities of the student to collect, analyze and report qualitative data.

**Recommended or required reading:**



Mohr, J.: Marketing of High-Technology Products and Innovations, 2001, and other material named by the lecturer.

**Assessment methods and criteria:**

6–10 h lectures, 2 h group meetings and xx hours case-sessions and presentations (depending on the number of participating groups). The students are divided into multicultural teams of 3–4 persons. Each team is introduced to a case firm, which is located in or around Oulu and is operating in high-tech markets. The groups make an analytical written report on the case firm and present it to other students in the case-sessions. The number of students is limited. The selection is based on the amount of previous studies in marketing (in economic sciences) or in software business. The course requires registration in advance.

**Person responsible:**

Assistant Professor in Marketing Jari Salo, D.Sc.

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

**Opiskelumuoto:** Advanced Studies

**Laji:** Diploma thesis

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** A,B,N,C,M,EX,L

**Opintokohteen kielet:** Finnish, English

**ECTS Credits:**

30 credits

## 721462S: Network Theory, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Satu Nätti

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Timing:**

Period D

**Contents:**

The aim of this course is to deepen the students view of network theories and to use of these concepts in strategic management. Applying the concepts of network theory with case-studies.

**Learning activities and teaching methods:**

Prerequisites: Mandatory intermediate studies in marketing. 20 h lectures, case exercises and independent reading of the textbooks.

**Recommended or required reading:**

Parolini, C.: The Value Net – A Tool for Competitive Advantage, 1999; Axelsson, B. & Easton, G.: Industrial Networks: A New View of Reality, eds 1992; Håkansson, H. & Snehota, I eds: Developing Relationships in Business Networks, 1995.

**Assessment methods and criteria:**

Lectures and literature examination

**Person responsible:**

Kimmo Alajoutsijärvi, Ph.D.(Econ.&Bus.Adm.), Professor

## 721423A: Pricing Strategies, 5 op

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Pia Hurmelinna-Laukkanen, Eriksson, Seppo Allan

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Timing:**

Period D

**Contents:**

Price as an element of a marketing strategy, pricing strategies, pricing in consumer markets and pricing in Industrial markets

**Learning activities and teaching methods:**

24 h lectures, group assignments, essay assignment

**Recommended or required reading:**

Hanna, N. & Dodge, R. H.: Pricing Policies and Procedures, 1995. Nagle, TT & Holden, R.K.: The Strategy and Tactics of pricing: a guide to profitable decision making or other material named by the lecturers

**Assessment methods and criteria:**

Essay assignment or literature examination, practice work

**Person responsible:**

Johanna Still, M.Sc.(Econ.&Bus.Adm.), Assistant in Marketing, and Seppo Eriksson, D.Sc.(Econ.&Bus.Adm.) Senior lecturer in Accounting

## 721409P: Principles of Marketing, 5 op

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Alajoutsijärvi, Kimmo Jouni

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay721409P Principles of Marketing (OPEN UNI) 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Timing:**

Period B

**Contents:**

Marketing thinking, planning, competitive methods and implementation, segmentation, consumer orientation, marketing organization and controlling. Marketing perspective from consumer orientation and behaviour.

**Learning activities and teaching methods:**

25 hours of lectures and independent reading of the textbooks

**Recommended or required reading:**

Gummesson, E.: Suhdemarkkinointi: 4P.stä 30R:ään. Kauppakaari Oy. 1997.

**Assessment methods and criteria:**

Lectures and literature examination

**Person responsible:**

Kimmo Alajoutsijärvi, Ph.D.(Econ.&Bus.Adm.), Professor

## 721412P: Product and Market Strategies, 5 op

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Kai Härkönen

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay721412P Product and Market Strategies (OPEN UNI) 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Timing:**

Period A

**Contents:**

The process of marketing management, Value perceived by consumers, product strategies, market segmentation, new product development.

**Learning activities and teaching methods:**

About 20 h lectures, case exercises and independent reading of the textbooks

**Recommended or required reading:**

Porter, M.E.: Competitive Advantage (1985); Kotler, P.: Marketing Management. Analysis, Planning, Implementation and Control, 1991 (or later) and other material named by the lecturer

**Assessment methods and criteria:**

Lectures and literature examination, case exercise.

**Person responsible:**

Jari Salo, D.Sc. (Econ.&Bus.Adm.) Assistant Professor of Marketing

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

**Voimassaolo:** 01.08.2006 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Pauliina Ulkuniemi

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Timing:**

Period C

**Contents:**

The role of purchasing in the company, the logic of industrial purchasing behaviour, the current challenges of purchasing, supplier relationships, supply networks and purchasing strategies.

**Learning activities and teaching methods:**

20 h lectures and group work, independent reading of the textbooks

**Recommended or required reading:**

Gadde, L-E & Håkansson, Håkan: Supply Network Strategies, John Wiley & Sons 2001; Axelsson, B., Rozemeijer, F. & Wynstra, F.: Developing Sourcing Capabilities. Creating strategic change in purchasing and supply management, 2005 and other material named by the lecturer.

**Assessment methods and criteria:**

Lectures and literature examination, essay

**Person responsible:**

Pauliina Ulkuniemi, D.Sc. (Econ. & Bus. Adm.)

## **721418A: Seminar in Marketing, 10 op**

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

10 credits

**Timing:**

Period B-C

## 721422A: Services and Relationship Marketing, 5 op

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Tähtinen, Jaana Marketta

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Timing:**

Period A

**Contents:**

Services marketing; service co-creation, service quality, service recovery. Relationship marketing; its disciplinary roots, future directions of the "relationship marketing paradigm", relationship marketing tools, consumer's views to relationship marketing.

**Recommended or required reading:**

Article collection: "Services and Relationship Marketing"; Grönroos, C.: Service management and marketing: a customer relationship management approach, 2000; Egan, J.: Relationship Marketing, 2001.

**Assessment methods and criteria:**

20 h lectures and exercises and/or literature examination. The number of students will be restricted. Please follow the notice boards.

**Person responsible:**

Acting professor Jaana Tähtinen, D.Sc.

## 721336S: Special Issue, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Timing:**

Free

**Assessment methods and criteria:**

For example 24 h lectures and a literature examination or an extended essay or a practical exercise. The topic of the lecture courses varies. Also courses taken in some other Finnish or foreign universities can be accepted as a completion of the course. Credits depend on the extent of the course

**Person responsible:**

Professors of Economics

## 721183A: Strategic Management, 5 op

**Voimassaolo:** - 31.07.2010

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Eriksson, Seppo Allan

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Timing:**

Period A

**Contents:**

Central concepts of strategic thinking, planning and management, analyzing tools and processes. Course takes a managerial perspective.

**Learning activities and teaching methods:**

20 hours of lectures, 20 hours of case exercises, and independent reading of the textbooks

**Recommended or required reading:**

Johnson & Scholes: Exploring Corporate Strategy, 6 ed. Pearson Education limited 2002. Other material announced during the lectures.

**Assessment methods and criteria:**

Literature examination, participation to case exercises

**Person responsible:**

Seppo Eriksson, D.Sc.(Econ.&Bus.Adm.)

## 721464S: Strategic Marketing and Management, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Salo, Jari Tapani

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Timing:**

Period B

**Contents:**

Course introduces students to the heterogeneous fields of strategic marketing and management. Facilitates and attempts to arouse critical perspectives to strategic marketing and management. The main themes of the course: Marketing and Strategy Interface, Beyond Traditional Strategic Thinking, Core Competence Paradigm, Strategic Customer Relationship Management, Industrial Networks and Strategy, Value Creation in Relationships and Networks

**Learning activities and teaching methods:**

22 h lectures and exercises. Prerequisite: Subject studies in marketing

**Recommended or required reading:**

Article collection. Mintzberg, H.: The Rise and Fall of Strategic Planning, 1994; Alvesson, M. & Willmott, H.: Making Sense of Management, A Critical Introduction, 1996 and other material named by the lecturer.

**Person responsible:**

Assistant Professor in Marketing Jari Salo. D.Sc.

