

# Opasraportti

## TaTK - Marketing 2009-2010 (2009 - 2010)

### MARKETING

Marketing includes a large number of optional studies, allowing you to customize your study programme in line with your interests. Minors can be taken within the Faculty of Economics and Business Administration or through some other faculties. When selecting your minor, you can always turn to the programme's student adviser and your mentor for assistance. Moreover, you will find further information on the modes of study in the different courses under "course information" on the faculty's web pages.

Studies at the basic, subject and advanced level have different learning objectives both in terms of theoretical content and professional practice. Thus, having completed basic studies in marketing, students are able to conceptualize and describe business phenomena using basic marketing concepts and theories. In addition, they are accustomed to a range of learning and working methods, such as group work, and they can engage in academic argumentation and report writing.

After subject studies, students have the ability to transfer acquired theoretical knowledge to the analysis of real world business phenomena. Their command of research methods, combined with an analytical problem-oriented approach, allow them to conduct independent thesis research. They are also able to seek knowledge on their own and, to a degree, even construct new knowledge. In addition, students at this level are already well-versed in written expression and professional presentation.

Advanced courses in marketing aim at deepening students' content knowledge and strengthening their professional competence. Having completed advanced studies, students have the capacity to assess and utilize the extensive conceptual framework of the discipline to adopt a comprehensive approach to management phenomena and practices. Complementing individual, goal-oriented achievement with teamwork effort, students build on existing knowledge to create new solutions for the diverse needs of business and trade. At this stage, research-oriented thinking and lucid, analytical written and oral expression are part and parcel of their professional identity.

### **BASIC STUDIES**

- 721409P Principles of Marketing 3 ov/5 op
- 721424P Business to Business Marketing 3 ov/5 op
- 721419P Consumer Behaviour 3 ov/5 op
- 721412P Product and Market Strategies 3 ov/5 op
- 721413P Managing Business Relationships 3 ov/5 op

### **INTERMEDIATE STUDIES**

#### **In addition to basic studies:**

- 721418A Seminar in Marketing 5 ov/10 op
- 721417A Marketing Research 3 ov/5 op

#### **and at least 20 ects of these:**

- 721415A Industrial Sales Management 3 ov/5 op
- 721416A Integrated Marketing Communications 3 ov/5 op
- 721421A Marketing of a High Tech Firm 3 ov/5 op
- 721422A Services and Relationship Marketing 3 ov/5 op
- 721423A Pricing Strategies 3 ov/5 op
- 721427A Brand Management 3 ov/5 op
- 721425A International Procurement and Logistics 3 ov/5 op
- 723022A International Business Operations 3 ov/5 op
- 721535A Competence and Knowledge Management 3 ov/5 op

721671A E-commerce and Business Networks) 3 ov/5 op  
 721428A Retail Management 3 ov/5 op  
 723024A Sales in B-to-B context 3 ov/5 op  
 723021A Negotiations in Cross-Cultural Context 3 ov/5 op  
 721004A Additional intermediate studies in Marketing 3 ov/5 op

#### **ADVANCED STUDIES**

721430S Master's Thesis 16 ov/30 op  
 721460S Marketing Theory 3 ov/6 op  
 721462S Network Theory 3 ov/6 op

#### **In addition at least 18 ects of these:**

721414S Purchasing and Supplier Relationships in International Context 3 ov/6 op  
 721461S International Business Theory 3 ov/6 op  
 721463S Environmental Marketing 3 ov/6 op  
 721464S Strategic Marketing and Management 3 ov/6 op  
 721467S Project Work in International Business 3 ov/6 op  
 721672S Economics of Network Industries) 3 ov/6 op  
 721336S Special Issue 3 ov/6 op  
 723033S Global Growth Strategies 3 ov/6 op

## **Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot**

721004A: Additional Studies in Marketing, Intermediate Level, 0 op  
 721427A: Brand Management, 5 op  
 721424P: Business to Business Marketing, 5 op  
 721419P: Consumer Behavior, 5 op  
 721463S: Environmental Marketing, 6 op  
 721415A: Industrial Sales Management, 5 op  
 721416A: Integrated Marketing Communications, 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  
 721428A: Retail Management, 5 op  
 721418A: Seminar in Marketing, 10 op  
 721422A: Services and Relationship Marketing, 5 op  
 721336S: Special Issue, 6 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 ects.

**Language of instruction:**

Free.

**Timing:**

Free.

**Learning outcomes:**

Upon completion of this course, the student has a familiarization with a chosen topic which is not profoundly discussed during other courses of marketing. The student knows the main elements of the related literature, what kind of research there is related to this subject and what there is still left to study. The student can apply these concepts and theories and with their help analyze different phenomena in business life.

**Contents:**

Varied.

**Learning activities and teaching methods:**

Varied depending on the subject and course in question. Courses in other Finnish or foreign universities can also be included.

**Recommended optional programme components:**

Basic studies in marketing.

**Assessment methods and criteria:**

Varied.

**Grading:**

1-5.

**Person responsible:**

Professors of Marketing.

### 721427A: Brand Management, 5 op

**Voimassaolo:** 01.08.2007 -

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

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

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

**Opettajat:** Saira Saraniemi

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 ects.

**Language of instruction:**

Finnish.

**Timing:**

Period B.

**Learning outcomes:**

Upon completion this intensive course, the students have acquired a wide understanding of brand building as a strategic asset. The students are able to systematically plan and develop brands and understand the brand equity for a customer and for a firm. The students are able to argue and discuss the brand phenomenon and related concepts (image, identity, reputation). In addition, the students are able to identify different research possibilities within the brand phenomenon.

**Contents:**

Brands are considered from a value-creating perspective in consumer and b-to-b markets. Building product, service, corporate and destination brand; brand, destination and corporate identity; identity management; brand equity; visual identity and image.

**Learning activities and teaching methods:**

Pre-course examination on the three articles (will be announced in August), introductory and guest lectures (6-8 h), articles and group presentations, active discussion, learning diary.

**Recommended optional programme components:**

Basic studies in marketing.

**Recommended or required reading:**

A hand-out and an article collection (will be announced before the course starts).

**Assessment methods and criteria:**

Pre course examination, team-work and presentations, active discussion and learning diary.

**Grading:**

1-5.

**Person responsible:**

Doctoral Student Mari Juntunen, Project Manager Salla Saraniemi.

## 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 ects.

**Language of instruction:**

English.

**Timing:**

Period D.

**Learning outcomes:**

After having passed this course, students will have a basic level understanding of the marketing management in industrial and other business-to-business enterprises, and an overall picture of business-to-business marketing theories and practices. This includes understanding of the differences of business-to-business marketing and consumer marketing, basics of organisational buying behaviour and current logic in business-to-business markets. In addition, students will have an ability to assess relevant issues in the strategy formation and an ability to evaluate different channel possibilities.

**Contents:**

1) Characteristics of Business-to-Business marketing, 2) understanding organisational buying behaviour, 3) current trends in business-to-business markets and collaboration, 4) relationships and networks in industrial markets, 5) assessing marketing opportunities and strategies and 6) distribution in industrial context.

**Learning activities and teaching methods:**

24 h lectures, related discussions and group works, minicases during the lectures, an exam of the literature, course material and group works.

**Recommended or required reading:**

Anderson, J.C. & Narus J.A.: Business Market Management. Understanding, Creating, and Delivering Value. 2nd edition, 2004. Exact chapters for the exam will be announced during the lectures.

[Availability of course books.](#)

**Assessment methods and criteria:**

An exam and group works.

**Grading:**

1-5.

**Person responsible:**

Senior Lecturer in Marketing Satu Nätti.

## 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 ect.

**Language of instruction:**

Finnish.

**Timing:**

Period D.

**Learning outcomes:**

After having passed this course, students will have an overall picture of the consumer decision making process and an understanding of the factors affecting consumer decision making. In addition, students are able to combine these factors both in theory and in practice.

**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.

[Availability of course books.](#)

**Assessment methods and criteria:**

Lectures, article summary and literature examination.

**Grading:**

1-5.

**Person responsible:**

Assistant of Marketing Jaakko Sinisalo.

## 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 ects.

**Language of instruction:**

Course can be passed with literature examination in English.

**Timing:**

Period: A (home exam).

**Learning outcomes:**

Upon completion of the course, students should have an understanding of the most essential parts of green marketing. They will also develop their abilities to analyse and evaluate theoretical discussion in the area of green marketing, and enhance their academic writing skills.

**Contents:**

Factors of environmental marketing, such as green marketing strategies and approaches, evolution and present state of green marketing, morality issues in green marketing.

**Learning activities and teaching methods:**

Independent reading of the materials and a writing assignment.

**Recommended optional programme components:**

Subject studies in marketing.

**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. Other material announced by the lecturer.

[Availability of course books.](#)

**Assessment methods and criteria:**

Home exam.

**Grading:**

1-5.

**Person responsible:**

Doctoral Student Teea Palo.

**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 ects.

**Language of instruction:**

English.

**Timing:**

Period A.

**Learning outcomes:**

After the course, the students know the principles of international industrial sales management on the basis of a relationship approach and understand the sales force environment. Furthermore, students are able to plan sales and recruit, motivate, evaluate and supervise the sales force.

**Contents:**

The selling process, industrial sales management, planning for sales, developing sales force.

**Learning activities and teaching methods:**

24 h lectures, (and a computer simulation conducted in teams).

**Recommended or required reading:**

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

[Availability of course books.](#)

**Assessment methods and criteria:**

A computer simulation conducted in teams, and a literature examination.

**Grading:**

1-5.

**Person responsible:**

Professor (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 ects.

**Language of instruction:**

Finnish.

**Timing:**

Period C.

**Learning outcomes:**

To familiarize students with different forms of advertising and non-personal marketing communications, to give a theoretical background of promotion management and integrated marketing communications. Furthermore, the aim is also to familiarize students with professional services offered within marketing communications (e.g. advertising agencies).

**Contents:**

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

**Learning activities and teaching methods:**

24 hours of lectures and discussions, visit lectures, case studies.

**Recommended optional programme components:**

Basic studies in Marketing.

**Recommended or required reading:**

Pickton, D & Broderick, A.: Integrated marketing communication, 2001. Collection of articles and other material announced during the lectures.

[Availability of course books.](#)

**Assessment methods and criteria:**

Lectures and literature examination and/or a practical work.

**Grading:**

1-5.

**Person responsible:**

Doctoral Student Mari Ahonen.

## 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 ects.

**Language of instruction:**

Finnish.

**Timing:**

Period B.

**Learning outcomes:**

Upon completion of the course, the student can understand networks as a context in managing business relationships and be able to analyse business relationships with relevant theoretical concepts. In addition, the student should have acquired knowledge and understanding of relationship portfolios, value creation and the development of business relationships, and apply this knowledge in analysing actual business cases.

**Contents:**

1. Business relationships in the field of marketing, 2. Networks as a context in managing business relationships, 3. Customer and supplier relationship portfolios, 4. Value creation in business relationships, 5. Analysing business relationships, 6. Development of business relationships.

**Learning activities and teaching methods:**

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

**Recommended or required reading:**

Donaldson, B. & O'Toole T. (2002) Strategic Market Relationships. From Strategy to Implementation. Other material announced by the lecturer.

[Availability of course books.](#)

**Assessment methods and criteria:**

Lectures and literature examination.

**Grading:**

1-5.

**Person responsible:**

Doctoral Student Hanna Komulainen.

**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 ects.

**Language of instruction:**

Finnish.

**Timing:**

Period C.

**Learning outcomes:**

Upon completion this intensive course, students understand the importance of marketing research. They are able to use the concepts of marketing research and quantitative tools to practically analyze marketing research information. After the course they know the special characters of quantitative research method and the know how to apply information to conduct the research. Students are able to plan, execute and report a marketing research. In addition, students familiarises themselves with the SPSS-program.

**Contents:**

Quantitative research from a scientific and practical business point of view. The possibilities and problems of marketing research and the role of marketing research in management decision making. Different phases of marketing research process: planning, identifying the research problem, qualitative and survey research, scaling and sampling, collecting and analyzing the data, reposting the results, and reliability and validity of the research. SPSS-program is used for statistical analysis.

**Learning activities and teaching methods:**

24 h lectures and exercises where practical work is done in groups, independent reading of the textbooks.

**Recommended or required reading:**

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

[Availability of course books.](#)

**Assessment methods and criteria:**

Lectures and literature examination, group work.

**Grading:**

1-5.



**Person responsible:**

Assistant of Marketing Annu Ristola.

**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 ects.

**Language of instruction:**

Finnish.

**Timing:**

Period D.

**Learning outcomes:**

Upon completion of the course, students can apply a metatheoretical framework of different schools of marketing thought. The framework will aid students in using theory in their Master's Thesis.

**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.

**Recommended optional programme components:**

Subject studies in Marketing.

**Recommended or required reading:**

Baker, M.J. Marketing Theory: a student text, 2000; 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.

[Availability of course books.](#)

**Assessment methods and criteria:**

Home exam.

**Grading:**

1-5.

**Person responsible:**

Professor Jaana Tähtinen.

**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 ects.

**Language of instruction:**

English.

**Timing:**

Period B.

**Learning outcomes:**

The general objective of this course is to increase the students' understanding of typical features of high technology firms, their offerings, markets and internationalization. Students will learn to describe and analyze the current state of these issues in high tech firms. Students will also develop their abilities to analyse and report empirical data and to work in a multicultural team.

**Contents:**

Based on the theoretical view provided in the introductory lectures and literature, students will write an analytical report of the current state of chosen issues (e.g. internationalization, product development, partnering) in case firms through the examination of companies, their offerings and the markets in which they operate.

**Learning activities and teaching methods:**

6-10 h lectures, company presentations and needed amount of case-sessions and presentations (depending on the number of participating groups). The case firms consist of high tech firms located in Oulu region. The students are divided into multicultural teams of 4-5 and each team is introduced to a specific research topic. The groups make an analytical written report on the case firms and present it to other students in the case-sessions.

**Recommended or required reading:**

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

[Availability of course books.](#)

**Assessment methods and criteria:**

Group work (60 % of grade is based on written report, 30 % on presentation and 10 % on activity).

**Grading:**

1-5.

**Person responsible:**

Doctoral Student Elina Pernu.

## 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 ect.

**Language of instruction:**

Finnish.

**Timing:**

4th year, periods A - D.

**Learning outcomes:**

Upon completion of the Master's Thesis, the student possesses the skills necessary to acquire independently scientific knowledge and apply it in writing and have the ability to present the thesis. During the process students have deepened their expertise in a chosen area, both on the theoretical and practical level. Students possess the ability to work independently in a problem-oriented and analytical way. Upon completion the student also has intensively practiced writing, argumentation and presentation skills.

**Contents:**

This course is divided into three intensive seminar modules during which each student presents a thesis plan, theoretical framework, and manuscript.

**Learning activities and teaching methods:**

During the thesis work, students present three separate reports:

- 1) Thesis plan (2-3 pages)
- 2) Intermediate report/theoretical framework (30-40 pages)
- 3) Manuscript (60-80 pages)

The course begins with an introductory lecture already during the 3rd year spring. The proceeding practices in the following stages are agreed upon during the first sessions in autumn. Students participate in seminars during the academic year, report the progression of the work in seminars and get guidance to proceed. Seminars are compulsory.

**Recommended optional programme components:**

Subject studies in Marketing, especially A721418 Seminar in Marketing.

**Assessment methods and criteria:**

Seminars.

**Grading:**

Approbatur - Laudatur.  
**Person responsible:**  
 Professors in Marketing.

## 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 ects.

### **Language of instruction:**

Finnish.

### **Timing:**

Period C.

### **Learning outcomes:**

Upon completion of the course, students have deepened their theoretical understanding of business networks. They understand, why the different kinds of networks are important in business life and how we are able to coordinate them considering strategic goals of the company. They can critically apply different theories and conceptions to their business environment, they understand the underlying logic of different types of strategic nets, learning and knowledge transfer within the network likewise sources of conflict and conflict resolution strategies. Learning the kind of frameworks will aid students to evaluate the relevance of such theories and using them in their Master's Thesis.

### **Contents:**

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

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

In order to participate the course, a pre-exam should be passed (from book Håkansson, H. & Snehota, I eds: Developing Relationships in Business Networks, 1995). Detailed information on the pre-exam will be given during the period B on Faculty's web page. During the period C there will be 21 hours lectures, including group work (article analysis and mini cases). In addition, independent reading of the textbooks.

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

Subject studies in marketing.

### **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 (sections given by the lecturer before the course).

[Availability of course books.](#)

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

Pre-exam, group works and literature examination.

### **Grading:**

1-5.

### **Person responsible:**

Senior Lecturer Satu Nätti.

## 721423A: Pricing Strategies, 5 op

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

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

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

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

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 ects.

**Language of instruction:**

Finnish.

**Timing:**

Period D.

**Learning outcomes:**

After the course, the students know the basic concepts and principles related to pricing and are familiar with the ways to calculate costs and prices. They are also able to find information related to pricing and understand the varying approaches to pricing.

**Contents:**

Price as an element of a marketing strategy, pricing strategies, pricing in different markets.

**Learning activities and teaching methods:**

24 h lectures, exercises, readings.

**Recommended optional programme components:**

Basic studies in marketing.

**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.

[Availability of course books.](#)

**Assessment methods and criteria:**

Exam.

**Grading:**

1-5.

**Person responsible:**

Assistant Professor in Marketing and 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 ects.

**Language of instruction:**

Finnish.

**Timing:**

Period B.

**Learning outcomes:**

Upon the completion of this course, the students will have a general view of the background of academic marketing education and research; as well as understands the nature of marketing discipline. After the course, students will have knowledge about exchange in world history and understand the effects of industrialization to marketing science and practice. They will identify the connections between marketing and business economics and have acquired knowledge about business schools and their importance to business management. In addition, students will recognize the core concepts of marketing.

**Contents:**

The role of marketing education and research in business schools, definition and phenomena's of marketing, the history of marketing, marketing as a part of business management, core concepts of marketing, marketing as a practice and science.

**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.

[Availability of course books.](#)

**Assessment methods and criteria:**

Lectures and literature examination

**Grading:**

1-5.

**Person responsible:**

Professor Kimmo Alajoutsijärvi.

## 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 ect.

**Language of instruction:**

Finnish.

**Timing:**

Period A.

**Learning outcomes:**

To introduce students the basic concept and approaches in marketing. The course provides fundamental review of pertinent issues considered in marketing management related issues. The course improves students an ability to evaluate different product and market situations among industries and increases the understanding of making strategic product/market decisions.

**Contents:**

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

**Learning activities and teaching methods:**

About 20 h lectures, case exercises, group discussions 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.

[Availability of course books.](#)

**Assessment methods and criteria:**

Lectures and literature examination, case exercise.

**Grading:**

1-5.

**Person responsible:**

Doctoral Student Kai Härkönen.

## 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 ects.

**Language of instruction:**

English.

**Timing:**

Period D.

**Learning outcomes:**

After passing the course, the students are familiar with the area of industrial purchasing and have deepened their understanding of business relationships from the buyer's point of view. They understand the variety of buying related issues that are important in different types of firms and organizations. Moreover, students understand how business relationships can be analyzed from the perspective of the buyer organization. They are able to work in assignments involving co-operation with the suppliers of products or services.

**Contents:**

The course introduces students with the importance of industrial purchasing in current business contexts. Different types of contexts where industrial purchasing takes place are considered, e.g. outsourcing in technology industries, global purchasing and buying business services. Topics also include purchasing processes, supplier relationships, understanding supply markets, evaluation of suppliers and the intertwinedness of industrial marketing and purchasing.

**Learning activities and teaching methods:**

20 h lectures, oral exam, case exercises, exam and independent reading of the textbook and other material named by the Lecturer.

**Recommended optional programme components:**

Subject studies in marketing.

**Recommended or required reading:**

Gadde, L-E & Håkansson, Håkan: Supply Network Strategies, John Wiley & Sons 2001; and article collection.

[Availability of course books.](#)

**Assessment methods and criteria:**

Oral exams, exam and case exercises.

**Grading:**

1-5.

**Person responsible:**

Assistant Professor Pauliina Ulkuniemi.

## 721428A: Retail Management, 5 op

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

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

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

**Opettajat:** Raimo Kalliopuska

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 ects.

**Language of instruction:**

Finnish.

**Timing:**

Period D.

**Learning outcomes:**

The objective is to make the student understand the content, logic and management methods of retail management. After finishing the course the student is able to outline and understand the alternative business operation models and the differences of these models; essential content and integration of retail management; the

vertical and horizontal logic of the parts in retail management; decisions concerning the line of business, marketing areas, countries and structure possibilities in the network function before the strategic definition of retail concept; principles of strategic definitions in retail business and the content and logic of its different sectors; and to recognize the ECR-operations of the companies belonging to the value net.

**Contents:**

To introduce students the basic concepts and approaches in retail management. Business operation models, customer-based value production, essential tasks and decision areas in retail management are in the focus of the course.

**Learning activities and teaching methods:**

24 h lectures, group work and independent reading of the textbooks.

**Recommended or required reading:**

Finne, S. & Kokkonen, T. Asiakaslähtöinen kaupan arvoketju: Kilpailukykyä ECR-yhteistyöllä, 2005, Kautto, M. & Lindblom, A. Ketju - Kaupan ketjuliiketoiminta, 2004, McGoldrick, P, Retail Marketing, 2nd edn, 2002, Chapters 1-6.

**Assessment methods and criteria:**

Lectures and literature examination.

**Grading:**

1-5.

**Person responsible:**

Professor Arto Lindblom, Helsinki School of Economics - HSE.

## 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 ects.

**Language of instruction:**

Finnish.

**Timing:**

Period B-C.

**Learning outcomes:**

Upon completion the student should be able to understand the basics of scientific research from the viewpoint of marketing and to practice independent, problem-based and goal oriented research and reporting. The student has the necessary skills in preparing for the Master's thesis. The student has a deepened understanding on the chosen theme, practiced oral communication and argumentative skills in group works and seminar presentations. After the seminar, the student possesses the capabilities needed in independent acquisition of information such as comprehensive search skills with library databases.

**Contents:**

Introductory lectures of research making and research reporting (period C). Preparing one's own research plan and presenting it in the optima-learning environment. Independent work to conduct and present a research on a chosen topic, acting as an opponent for fellow students (intermediate report and final report during period D). Integrated studies of scientific data acquisition and data bases (organized by University library during the introductory lectures). In addition, as an integrated course, typically course 900056A Taloustieteen tutkimusvies-tintä (2 op) is conducted where themes of writing and presenting are covered.

**Learning activities and teaching methods:**

Introduction lectures, small group seminars and independent writing of a research paper.

**Recommended optional programme components:**

Basic studies in marketing. This course is primarily designed for students who study marketing as their major subject. When the number of students participating has to be limited, the departments queue rule is applied.

**Recommended or required reading:**

Handout, article collection and guide for seminar and thesis handout (from the Faculty webpages).

**Assessment methods and criteria:**

Obligatory presence in introductory lectures, exercises and seminars. Written and oral presentation of personal research. Acting as an opponent to fellow researchers. When the student is aiming at a bachelor degree, a maturity test must be conducted where the knowledge of the theme and skills in Finnish or Swedish are evaluated. In addition, the Bachelor's thesis should be constructed according to the instructions of the Faculty.

**Grading:**

1-5.

**Person responsible:**

Senior Lecturer in Marketing Satu Nätti.

## 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:** Pauliina Ulkuniemi

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 ect.

**Language of instruction:**

English.

**Timing:**

Period A.

**Learning outcomes:**

Upon completion of this intensive course, the students have acquired knowledge and understanding of the principles of services and relationship marketing in the b-to-c setting. In addition, students are familiarized with the derivative of the services marketing approach, the so-called "relationship marketing paradigm". On the basis of this knowledge, students are able to analyse a specific real-life situation in a chosen case company.

**Contents:**

Based on the theoretical view provided in the introductory lectures, articles and literature, students will write an analytical team-work report of the chosen topic in a case company (e.g. services marketing; service co-creation, service quality, service recovery or relationship marketing; relationship marketing tools, consumer's views to relationship marketing).

**Learning activities and teaching methods:**

Pre-course examination on the course books, introductory lectures (6-10 h), article analysis and presentations (6-10 h), individual commentary on an article, and written team-work report. The number of students will be restricted. Please follow the notice boards in the internet.

**Recommended or required reading:**

Article collection (from University press before the course starts); Grönroos, C.: Service management and marketing: a customer relationship management approach, 2007; Egan, J.: Relationship Marketing, 2001 or 2004.

[Availability of course books.](#)

**Assessment methods and criteria:**

Group work 75 % (article analysis 30 %, opponent task 10 %, end report 35 %), the individual pre-exam and an article commentary 25 %.

**Grading:**

1-5.

**Person responsible:**

Assistant professor Pauliina Ulkuniemi.

## 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 ects.

**Language of instruction:**

Free.

**Timing:**

Free.

**Learning outcomes:**

Upon completion of this course, the student has familiarized with a chosen topic which is not profoundly discussed during other courses. The student knows profoundly the elements of the related literature, what kind of research there is related to this subject and what themes there are still uncovered. The student can apply these concepts and theories and with the help of them to analyze different phenomena in the student's own research and also in business life in general.

**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.

## **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 ects.

**Language of instruction:**

English.

**Timing:**

Period B.

**Learning outcomes:**

After this course, students are able to discuss and present issues related to strategic marketing and management. They are able to find relevant information from academic articles, and critically evaluate such publications. Based on this, they are able to both utilize academic materials in their master's theses work, and find managerially relevant issues from the academic writings. The ability to discuss and give presentations in English are enhanced.

**Contents:**

The course introduces to students the heterogeneous field of strategic marketing and management. Besides traditional strategic thinking, various marketing issues are approached from a strategic marketing perspective. These issues include customer relationships, networks and their strategic management, core competence development, value creation in and between companies, and new product development and innovation paradigm.

**Learning activities and teaching methods:**

Readings and about 22 h meetings (incl. presentations and discussions), and written reports. Two alternative ways to finish the course.

**Recommended optional programme components:**

Subject studies in marketing and passed preliminary examination.

**Recommended or required reading:**

Mintzberg, H.: The Rise and Fall of Strategic Planning, 1994; article collection and other material named by the lecturer.

[Availability of course books.](#)

**Assessment methods and criteria:**

Pre-exam (for all students; passing the pre-exam is required for enrolment), activity during the meetings, written works, presentations and/or exam (depending on the selected alternative).

**Grading:**

1-5.

**Person responsible:**

Assistant Professor in Marketing.