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23C510 Integrated Marketing Communications (6 cr)

Responsible teacher: Ashish Kumar

Status of the Course: Bachelor's degree, an elective course of specialization studies in Marketing. Aalto course

Level of the Course: Specialization studies

Teaching period: III 2018–19 (spring) Otaniemi campus

Not lectured 2019-2020

Workload:

6 credits, 160 hours:

1. Lectures (24h)
2. Case exercises (70h)
3. Independent learning (63h)
4. Exam (3h)

Learning Outcomes: The student understands the strategic nature of marketing communications and learns to identify different functions of marketing communications, communications' effects on consumers, and understands the marketing communications planning process. The student is able to plan marketing communications and knows his ethical responsibility as a practitioner of marketing communications.

Content: Integrated marketing communications as a part marketing and a company's business processes, different stages of marketing communications planning, communications effects models, limitations and strengths of different communications methods and channels, measuring marketing communications, outsourcing marketing communications, marketing communications ethics.

Assessment Methods and Criteria: 1. Exam (40% of grade)

2. Case exercises (60% of grade)

Study Material: Literature provided by teachers during the course.

Course Homepage: <https://mycourses.aalto.fi/course/search.php?search=23C510>

Evaluation: 1-5 · Opintojaksot

Registration for Courses: Registration via WebOodi. Check registration time in WebOodi.

Language of Instruction: English

Further Information: Students are expected to be present at 80% of lectures, participation below this will affect grade. The number of students admitted to the course is restricted to 50. Priority is given to (1) Aalto BSc students studying in Specialization of Marketing, (2) Aalto BIZ students studying a minor study package in Marketing, and (3) other students studying a minor study package in Marketing.

23C550 Services Marketing (6 cr)

Responsible teacher: Mikko Laukkanen

Status of the Course: BSc degree, specialization studies in marketing

Level of the Course: Intermediate

Teaching period: III 2018–19 (spring) Otaniemi campus

Not lectured 2019-2020 Aalto course

Workload: 6cr, 160 h Preparing for and attending lectures: 56 h

Assignments: 54 h

Preparing for exam: 47 h

Exam: 3h

Learning Outcomes: After completing the course the student understands the main aspects of services marketing in both B2B and B2C contexts and is familiar with consumer behavior, perceptions of quality, value drivers and customer satisfaction, as they relate to services. The student also understands the repertoire of competitive actions service firms have available to them and can apply the most common tools for developing services and assessing their quality.

Content: The materials and assignments covered during the course open new perspectives into services and their marketing. The course takes as its starting point the notion that services are not limited to traditional service industries, but should rather be understood as being an integral part of the value creation activities of various industries. Thematically the course can be split into three parts: 1) development and marketing of consumer services; 2) co-creation and marketing of complex business services; 3) the spread of service logic in business and the servitization of business.

Assessment Methods and Criteria: Assignments: 50%, Final exam: 50%

Study Material: Services marketing : people, technology, strategy / Jochen Wirtz & Christopher Lovelock. / 8th ed., / World Scientific Publishing, recommended ([Avalibility](#)) Obligatory articles and other materials assigned by teacher

Course Homepage: <https://mycourses.aalto.fi/course/search.php?search=23C550>

Evaluation: 1-5 · Opintojaksot

Registration for Courses: Registration via WebOodi. Please see WebOodi for registration dates.

Language of Instruction: English

Further Information: Completing the course requires participation in the lectures. The number of students admitted to the course is restricted to 50. Priority is given to (1) Aalto BSc students studying in Program/Specialization of Marketing, (2) Aalto students studying a minor study package in Aalto Service, and (3) Aalto BIZ students studying a minor study package in Marketing and (4) other students studying a minor study package in Marketing.

23C59000 Consumer research (6 cr)

Responsible teacher: Henri Weijo

Status of the Course: Bachelor's degree, a compulsory course of specialization studies in Marketing.

Level of the Course: Specialization studies

Teaching period: II 2018–19 (autumn) Otaniemi campus

II 2019–20 (autumn) Otaniemi campus

Workload: 6 credits, 160 hours

Lectures and Workshops (compulsory) (48 h)

Reading textbooks and articles (35 h)

Individual assignments (35 h)

Group assignment (42 h)

Learning Outcomes: By attending the course, participants will be better equipped to analyze and interpret decision-making in varying consumption contexts, as well as the foundational elements of those contexts. In particular, after having attended the module, participants will be able to better understand:

1. To introduce current knowledge of both substantive findings and theory about consumer behavior.
2. To provide concepts for understanding consumer reactions to marketing stimuli and how consumer decision-making is structured
3. To provide an understanding of how consumer research is conducted from a methodological perspective
4. To improve the ability to identify potential applications of consumer behavior concepts and to utilize those concepts in analyzing marketing problems and determining marketing strategy.

Content: Consumer psychology, consumer culture, consumer research methods. Out of all the subjects that you as a business student might encounter during your studies, consumer behavior is the one you have the most intimate first-hand knowledge with. You were all consumers long before stepping into the hallowed grounds of Aalto University. Yet this familiarity with consumption sometimes makes it difficult to develop a necessary critical or analytical distance. The purpose of this course is to fundamentally challenge the way you understand consumption as an activity and as a topic of study. We will move you beyond colloquial or taken-for-granted understandings of consumption such as conceptually limited tropes like shopping. Understanding consumption is essential for marketing managers in developing effective marketing strategies. That said, we will repeatedly emphasize that to study consumption is not the same as studying customers. The class explores a multitude of concepts and theories from different behavioral sciences to fully appreciate what drives consumption choices and experiences. The course is split into two main paradigms of consumer research: consumer psychology and consumer culture.

The consumer psychology side inform participants on psychological processes and biases underlying the decisions made by individuals, with a special emphasis on how to incorporate such insights into consumption-related decisions. As consumers, we are challenged by a large amount and variety of choices every day. These decisions can be as trivial as deciding between Cappuccino or Latte Macchiato for breakfast, but they can also be as impactful as deciding on a job offer or taking a loan for buying a new apartment. Current research estimates that an adult makes about 35,000 remotely conscious decisions each day. Each choice we make, i.e., a decision between various options, bears consequences, positive or negative. During decision-making, we generally attempt to estimate – with varying degrees of intuition and elaboration – the likelihood of an outcome as well as the ramifications of that outcome. Research analyzing such decision-making is typically referred to as Behavioral Science. The module gives participants a broad overview of important results from two major Behavioral Sciences: Behavioral Economics and Consumer Research. To do so, it discusses seminal theories from Economics and Cognitive and Social Psychology, which explore how people make decisions. Moreover, the module offers participants advice about applying these insights to topics in Marketing and Management. Although a number of important concepts will be covered throughout the module, the focus will be largely on understanding heuristics (mental shortcuts or rule of thumbs that are used to increase the efficiency of decision-making) and biases (a systematic error in thinking, in the sense that a judgment deviates from what would be considered a rational choice).

In the consumer culture side, we move beyond the individual decision-making brain and investigate the cultural, social, and historical underpinnings of consumption. Here, culture is not to be understood in the colloquial sense (“Finnish culture is like this, Swedish culture is like that”). The view of culture

we adopt in this course sees consumer culture as the way in which we, as consumers, make sense of and organize our lived experiences through the various resources provided by the marketplace. We investigate issues like how social class structures consumption, how consumption informs the construction of identity, how gender is performed through consumption, and the inner workings of consumer collectives like subcultures and brand communities, just to name a few.

Though the concepts presented during the course will be numerous, we will actively encourage reflection, criticism, deeper exploration, and creative applications based on your own interests. This should also sensitize you to understand that when it comes to understanding consumer behavior, there is no one correct answer; rather different perspectives and explanations are often complementary.

Assessment Methods and Criteria: Students will be evaluated based on their class participation (especially during lectures), reflection papers on the readings, and a group assignment. The group assignment will be the biggest contributor to the overall grade. In the final assignment, students will have to create a concrete plan for changing an organization's creative culture. Groups are expected to complete peer evaluations to ensure balanced participation.

Class Participation 20%
(Including attendance)

Consumer Research Article Analysis 25%
(3 written analyses and 2 in-class elicitations, in groups of 3)

Case Write-Up 20%
(2 case write-ups and class unpacking sessions)

Group Project 35%

Lectures are highly interactive. Students are expected to contribute constantly. Student presentations are expected. The students are required to make preparations for each session and are assumed to actively participate in the classroom discussions.

Study Material: Mandatory readings: Ariely, Dan. (2008) Predictably irrational. New York: HarperCollins.

In addition, students are expected to read articles from leading consumer research journals.

Recommended readings:

Thaler, Richard H. & Sunstein, Cass R. (2008) Nudge: Improving decisions about health, wealth, and happiness

McCracken, Grant. (2011) Chief culture officer: How to create a living, breathing corporation. Basic Books

Evaluation: 1-5 · Opintojaksot

Registration for Courses: Registration via WebOodi. Check registration time in WebOodi.

Language of Instruction: English

Further Information:

The number of students admitted to the course is restricted to 50. Priority is given to (1) Aalto students studying in MSc Program of Marketing, (2) IDBM-studens, (3) other Aalto students.

Course Policies and Procedures:

Attendance Policy

Because the in-class experience is an integral part of this course, attendance is required. You are allowed one absence. Starting with the second absence, each one is a 4 percentage-point reduction in your participation grade. Based on my discretion, late arrival to class can also count as an absence.

Professional Classroom Decorum

I will not tolerate IM'ing, text messaging, email checking, or cell phone use of any kind during class. I find this behavior personally offensive and disrespectful. If I perceive you to be engaging in any of these activities, you will receive a zero for participation that day. Three "zeros" result in a 4 percentage-point reduction in your grade. You are guilty if I think you're guilty. That's the only way I see to enforce the rule.

Some examples of practices that are forbidden in class:

1. Checking your phone underneath the desk
2. Checking your IM on your laptop during class
3. Checking any website that is not related to course content during class
4. I also don't find it too useful when people sprint to Wikipedia whenever a question arises.
5. Doing homework for other classes.

23C60000 Market Research (6 cr)

Responsible teacher: Sami Kajalo

Status of the Course: Bachelor's Program, a compulsory course for students in Marketing

Level of the Course: Specialization studies

Teaching period: I-II 2018–19 (autumn) and IV-V 2018–19 (spring)

I-II 2019–20 (autumn) and IV-V 2019–20 (spring) Twice per year

Aalto-course

Otaniemi campus

Workload:

6 credits, 160 hours:

1. Pre-exam and preparation (12 h)

2. Lectures (28 h)

3. Group work (120 h)

Learning Outcomes: Having studied this course, students understand the role of market research in planning marketing and making business decisions. The students develop practical skills to plan, conduct and evaluate market research aimed at business development and problem solving. The topics include the stages of market research, analytical structuring of business problems, sampling methods, questionnaire construction, data analysis and hypothesis testing. The students are required to conduct a research project involving data collection and analysis.

Content: Pre-exam; introduction to market research; analytical structuring of business problems; practicing research methods; planning and execution of market research in a group of students.

Assessment Methods and Criteria: 1. Mandatory pre-exam (20 % of the course grade; pre-exam literature)

2. Active lecture attendance

3. Group work (80 % of the course grade; preparation and presentation of research plan and final market research report, commenting another student group as opponents)

Study Material: McGivern, Yvonne (2009) *The Practice of Market Research: An Introduction*. 3rd edition. Prentice Hall, ISBN 0273717073, obligatory ([Availability](#)). Additional readings and material assigned by the lecturer.

Substitutes for Courses: Replaces courses 23C600 Markkina-analyysi ja markkinatutkimus, and 23C60000 Markkinointitutkimus.

Course Homepage: <https://mycourses.aalto.fi/course/search.php?search=23C60000>

Prerequisites: 23A00110 Markkinoinnin perusteet

Evaluation: 1-5 · Opintojaksot

Registration for Courses: Registration via WebOodi. Check registration time in WebOodi.

Language of Instruction: English

Further Information: Majority of lectures and other contact sessions are held during the first period, while the second period consists mostly of independent group work. Pre-exam, which is arranged in the first lecture, must be passed (need to score 50 % to pass). The number of students admitted to the course is restricted. In case of over-enrollment, the pre-exam scores will be used to determine admitted students. Priority is given to (1) Aalto BSc students studying in Specialization of Marketing, (2) Aalto BIZ students studying a minor study package in Marketing, (3) Aalto MSc students studying in IDBM Programme, (4) other students studying a minor study package in Marketing and (5) other students.

23C630 Capstone: Product and Brand Management (6 cr)

Responsible teacher: Pekka Mattila

Status of the Course: Bachelor's degree, Capstone-course, a compulsory course for students in Marketing.

Level of the Course: Specialization studies

Teaching period: IV 2018–19 (spring)

IV 2019–20 (spring) Otaniemi campus

- **Workload:** 6 credits, 160 hours: Lectures (40 h)
- Group work (80 h)
- Individual work (37 h)
- Exam (3 h)

Learning Outcomes: Upon the completion of this capstone course, students will have proven abilities to apply brand and product management concepts in real-life situations both for analysis and decision-making. They will learn to utilize numerous tools and frameworks when striving to create and communicate strong concepts in various business contexts. Students will acquire a holistic skill set for combining the efforts of both internal and external stakeholders in order to design and implement winning offering and brand strategies. Adopting these skills requires an analytical and result-oriented mindset as well as creative ability to anticipate and identify market forces and take advantage of them.

Content: The course comprises lectures and case workshops as well as independent work. A series of group assignments are instrumental in this course. The assignments showcase some key aspects of the work of a seasoned product, marketing and a brand executive. The assignments cover the following themes:

managing offering development or optimization based on market analysis and customer insight,

managing marketing communications and distribution on the portfolio and product line level,

managing pricing strategies and architectures, building strong and sustainable brands, reinvigorating ailing or lagging brands as well as managing and optimizing brand architectures over time.

By leveraging rich managerial perspectives, the course provides students with a kaleidoscope view on the following sub-themes: developing new offerings, managing offering portfolios, managing pricing and promoting offerings, managing sales and distribution channels, developing go-to market strategies, building winning brands, developing brand architectures, assessing brands as well as repositioning and revitalizing them. Throughout the course, students will present their group assignments, defend their analysis and recommendations and receive feedback from peers, faculty and some of the leading marketing practitioners.

1. **Assessment Methods and Criteria:** Group assignments during the course (70 % of the course grade)
1. Individual final examination (30 % of the course grade)

Study Material: Collection of journal articles and case readings assigned by the instructor. No textbook

Substitutes for Courses: The course replaces the earlier course 23C630 Merkkituotejohtaminen.

Course Homepage: <https://mycourses.aalto.fi/course/search.php?search=23C630>

Prerequisites: 23A00110/ 23A00210 Markkinoinnin perusteet / Introduction to Marketing, 23C580 Kuluttajan käyttäytyminen (or 23C581 Consumer behaviour), 23C60000 Market research. (One/some of these courses can be taken at the same time as Product and Brand Management.)

Evaluation: 1-5 · Opintojaksot

Registration for Courses: Registration via WebOodi. Check registration time in WebOodi.

Language of Instruction: English

Further Information:

The number of students admitted to the course is restricted to 80. Aalto students studying in the BSc Program of Marketing have a priority in registration. The course is meant to be taken towards the end of program studies.

23C72050 Customer Experience Management (6 cr)

Responsible teacher: Ashish Kumar

Status of the Course: Bachelor's degree, an elective course of specialization studies in Marketing.
Aalto-course

Level of the Course: Specialization studies

Teaching period: IV 2018–19 (spring)

Not lectured 2019-2020 Otaniemi campus

Workload: 6 credits, 160 hours:

Lectures and workshop sessions (24h)

Group project (preparation & presentation) (100h)

Learning diary (36h)

Learning Outcomes: This course focuses on the state of the art of Customer Experience Management. Students will (1) understand the challenges for marketing managers in the multimedia and omni-channel environment and the resulting need for the management of customer experiences, (2) learn in which context and how customer experience management can be effectively applied to solve these challenges, (3) know how customer experience management relates to further marketing activities along the customer journey, (4) learn the fundamentals and the tools of designing and delivering superior customer experiences, (5) learn how to assess and quantify customer experiences and their effect on related marketing outcomes and (6) apply their knowledge to case studies and managerial problems to foster managerial skills.

Content: The course will introduce students to the concept of Customer Experience Management. Based on a general assessment of the concept, the course will center around specific topics and practical tools that relate to the need, the assessment, the creation and the implementation of customer experience management. Specifically, the following topics will be discussed: (1) challenges for marketing managers in the omni-channel environment, (2) strategies and tools for superior customer experience creation and (3) assessment of customer experiences. In general the course will focus on a case study methodology and will use various industry examples.

Assessment Methods and Criteria: Participation (10%, individual grading)

Group project i.e. case study (60%, group grading)

Learning diary (30%, individual grading)

Study Material: Case Studies, Lecture Slides, no textbook required; course centers around business articles assigned by the lecturer (e.g. Harvard Business Review, McKinsey Quarterly).

Substitutes for Courses: 23C72000 Customer Relationship Management.

Course Homepage: <https://mycourses.aalto.fi/course/view.php?id=11580>

Prerequisites: 23A00210 Introduction to Marketing.

Evaluation: 1-5 · Opintojaksot

Registration for Courses: Registration via WebOodi. Check registration time in WebOodi.

Language of Instruction: English

Further Information: The number of students admitted to the course is restricted to 50 students. Priority is given to (1) Aalto BSc students studying in Program/Specialization of Marketing, (2) Aalto BIZ and ARTS students studying a minor study package in Fashion Management, (3) Aalto BIZ students studying a minor study package in Marketing or Consumer Research and (4) other students.

23C79050 Innovations in an Age of Constant Change (6 cr)

Responsible teacher: Kristina Wittkowski

Status of the Course: Bachelor's degree, specialization studies in Marketing.

Level of the Course: Specialization studies

Teaching period: II 2018–19 (autumn)

II 2019–20 (autumn) Aalto-course

Otaniemi campus

Workload: TBA

Learning Outcomes: The course will familiarize you with the new product development challenges that product and service marketers face in complex (global) environments. You will obtain an understanding of the core approaches and concepts for developing user-centric innovations that allow firms to succeed in such fast-paced, fiercely competitive markets. Through contact sessions, readings, and assignments you will gain knowledge of and will learn to apply the key managerial practices related to managing a company's new product development in a market-oriented way.

Content: We will cover the most important areas of market-oriented management of new product development. We will discuss the product development process and the concepts, analytical frameworks, and managerial practices used in agile innovation development.

Assessment Methods and Criteria: Compulsory individual and course assignments.

Study Material: A collection of articles and book chapters assigned by the lecturer

Course Homepage: <https://mycourses.aalto.fi/course/search.php?search=23C79050>

Prerequisites: Attending the course requires the prior completion of Introduction to marketing (23A00110 or equivalent).

Evaluation: 1-5 · Opintojaksot

Registration for Courses: Registration via WebOodi. Check registration time in WebOodi.

Language of Instruction: English

Further Information: The number of students admitted to the course is restricted to 60. Priority is given to (1) Aalto BSc students studying in Program/Specialization of Marketing, (2) Aalto BIZ students studying a minor study package in Marketing, and (3) other students studying a minor study package in Marketing. Attendance at the last two sessions is mandatory. Students not attending will automatically fail the course.

23E08000 Frontiers of Markets and Consumer Research (6 cr)

Responsible teacher: Sammy Toyoki; Eric Arnould

Status of the Course: Master's Program of Marketing, core-course

Level of the Course: Advanced studies

Teaching period: III 2018–19 (spring) Otaniemi campus

III 2019–20 (spring) Otaniemi campus Aalto-course

Workload: 6 credits, 160 hours

1. Lectures (24 h)

2. Assignments and independent learning

Learning Outcomes: In completing this course, the student will learn about emerging theoretical frontiers in consumer culture theory and interpretive consumer research. The student will learn how to apply these frameworks in critically analyzing existing and currently forming marketplace phenomena related to consumers, consumerism and consumer society.

Content: The course content is based on the Marketing departments' latest research projects in the field of consumer research, including top-tier publications, currently ongoing research, doctoral thesis research, as well as national and international guest lecturers. Literatures are drawn from a wide range of fields, with a focus on advanced theoretical developments in phenomenology, sociology, social theory, cultural studies, material culture and cultural anthropology.

Assessment Methods and Criteria: Active attendance in lectures
Compulsory course assignments (100%)

Study Material: A collection of articles from the current scholarly literature assigned by the lecturer

Prerequisites: 23E28000 Consumer Culture or equivalent

Evaluation: 1-5 · Opintojaksot

Registration for Courses: Registration via WebOodi. Check registration time in WebOodi.

Language of Instruction: Englishi

Further Information: The number of students admitted to the course is restricted to 60. Priority is given to (1) Aalto students studying in MSc Program of Marketing, (2) Aalto students studying in MSc Program of Global Management with focus area in Marketing, (3) CEMS-students, (4) Aalto students studying a MSc Minor in Consumer Research and (5) other students. Priority is also given to students who haven't completed the course (or registered for the course) before.

23E10000 Service Business Strategy (6 cr)

Responsible teacher: Tomas Falk

Status of the Course: Master's Program of Marketing CEMS-course

Level of the Course: Advanced studies

Teaching period: III 2018–19 (spring) Otaniemi campus

III 2019–20 (spring) Otaniemi campus

- **Workload:** 6 credits, 160 hours: Lectures: 20 h (2 x 2 h/week, 10 lectures in total): introduction to the various topics and discussion of current research in service management
- In-class PechaKucha presentations of examples of service innovations
- Group ideation on and presentation of an innovative service offering
- Two individual reflection notes on seminal service research articles
- Independent work 132 h: preparation of lectures, preparation of PechaKucha presentations, reflection notes on readings, group presentation
- Take Home Exam 4 h

Learning Outcomes: By attending the course, participants will acquire a conceptual toolbox enabling them to better understand and analyze recent developments in service business. In particular, after having attended the course, participants will be able to better understand how to integrate customers and technology in service delivery, to manage customer co-creation, to assess and optimize service quality, and to design effective service recovery measures. These issues are approached from a sound conceptual background by first discussing theoretical underpinnings of service consumption. Overall, the course aims at providing students with a solid foundation for designing and managing service businesses as well as conducting scientific research in this domain.

Content: The module starts with approaching the foundations of service business based on a three-stage model of service consumption. Next, the course introduces technology in general and self-service technologies in particular as major drivers of service innovation. Following the increasing importance of technology for delivering services, participants will identify co-creation as an emerging trend in service innovation management. To capture service quality as a major aim of service provision, the module discusses prominent service quality concepts such as the Gap-model, SERVQUAL, blueprinting, and the Critical Incident Technique. Moreover, the course also covers seminal tools for measuring service quality on the Internet. Given the general failure-proneness of service encounters, strategies for designing effective service recovery are discussed in the following. In particular, recovery episodes for co-created services on the Internet play an important role in this part of the lecture.

Assessment Methods and Criteria: Pre-assignment: reflection on a current service innovation and PechaKucha presentation (20%)

Class participation (10%)

Individual reflection notes (10%)

Group presentations (20%)

Take home exam (40%)

Study Material:

Coursebook: Wilson et al. (2012): Services Marketing: Integrating Customer Focus Across the Firm, 2nd ed., not

obligatory

[Availability](#)

Course script and a collection of articles provided by the lecturer.

Course Homepage: <https://mycourses.aalto.fi/course/search.php?search=23E10000>

Evaluation: 1-5 · Opintojaksot

Registration for Courses: Registration via WebOodi. Check registration time in WebOodi.

Language of Instruction: English

Further Information: The number of students admitted to the course is restricted to 40. Priority is given to Aalto students studying in MSc Program of Marketing. Admission to the course requires a successful completion of the pre-task.

23E21050 Marketing, strategy and firm performance (6 cr)

Responsible teacher: Jukka Luoma

Status of the Course: Marketing Master's Program, core-course CEMS course

Level of the Course: Advanced studies

Teaching period: IV 2018–19 (spring) Otaniemi campus

IV 2019–20 (spring) Otaniemi campus

- **Workload:** 6 credits, 160 hours: Lectures (compulsory) (28 h)
- Reading articles (58 h)
- Individual assignments (42 h)
- Group assignment (32 h)

Learning Outcomes: The student understands the strategic role of marketing and marketing-related business processes in the context of a firm's business model. The student is familiar with conceptual tools for driving strategic marketing excellence, developing successful marketing strategies and assessing marketing's contribution to company performance.

Content: Marketing as a strategic management issue, market-oriented strategies, marketing performance measurement and analytics, competitive actions and dynamics, dynamic capabilities, marketing's role in innovation and organizational renewal.

- **Assessment Methods and Criteria:** Individual assignments (60 %)
- Group assignment (40 %)

Lectures are highly interactive. The sessions combine in-depth theoretical discussions with concrete business cases, which help the students learn how to put state-of-the-art theories into practical use. The students are required to make preparations for each session and are assumed to actively participate in the classroom discussions. In addition, the students will be assigned both individual and group assignments.

Study Material: A collection of articles assigned by the lecturers.

Substitutes for Courses: Replaces courses 23E21090 Markkinastrategia ja kilpailuosaaminen, 23E21000 Strategic Marketing and Company Performance, 23E23000 Marketing Strategy and Competitive Advantage and 23D590 Markkinastrategia ja kilpailuosaaminen.

Course Homepage: <https://mycourses.aalto.fi/course/search.php?search=23E21050>

Evaluation: 1-5 · Opintojaksot

Registration for Courses: Registration via WebOodi. Check registration time in WebOodi.

Language of Instruction: English

Further Information: The number of students admitted to the course is restricted to 50. Priority is given to (1) Aalto students studying in MSc Program of Marketing, (2) CEMS-students, (3) Aalto students studying in MSc Program of Strategy, (4) Aalto students studying a MSc Minor in Strategic Marketing. Priority is also given to students who haven't completed the course (or registered for the course) before.

23E21555 Strategy and Marketing from a Business History Perspective (6 cr)

Responsible teacher: Henrikki Tikkanen

Status of the Course: Master's Program of Marketing, core-course

Level of the Course: Advanced studies

Teaching period: I 2018–19 (autumn) Töölö campus

I 2019–20 (autumn) Otaniemi campus Aalto-course

- **Workload:** 6 cr, 160h Lectures & interactive seminars, 21 h
- Preparation of a seminar paper in groups of 1-3 people, 40 h
- 1-2 three-hour presentation sessions for the seminar papers, 6 h
- Individual work with the preparation of literature summaries and the final report, 93 h
- **Learning Outcomes:** Upon completion of the course, students will:
 - Understand the role of historical knowledge in the evolution of industries and companies
 - Understand how central concepts in strategy and marketing (e.g. dynamic capabilities, market orientation) have evolved and how they have been adopted and applied in real-life company settings
- 1. Understand how the historical method can be applied to the study of diverse topics in management research
- 1. Be able to write and present a concise academic seminar paper on a chosen historical topic.

Content: Research in strategic management on the one hand and strategic marketing on the other have traditionally tended to go separate paths. Strategic management research has focused on topics such as dynamic firm-internal capabilities, competitive actions and dynamics, upper echelons of corporations, strategic leadership, and strategy practices and processes. The customer and market viewpoint has often been missing. Strategic marketing research has studied corporate orientations and their performance implications, customer value and customer relationships, marketing performance measurement, and value networks. Therein, the top management and leadership viewpoint has been scarce.

This course offers a business history perspective to strategic management and marketing. It has often been claimed that a lot of management research is void of relevant historical understanding, which may lead practicing managers to repeat past mistakes (e.g. in the case of business cycles). Extant historical studies on the above-mentioned diverse topics on strategy and marketing published in the leading journals of these fields are included in the readings package of the course. What is more, the students prepare and present an academic seminar paper on a chosen historical topic. This not only offers insights into historical past-dependencies in strategy-making and marketing activities in different industry and company settings, but also sheds light on how the historical research method can be successfully applied to provide answers to relevant research questions.

1. **Assessment Methods and Criteria:** Readings assignment (20 % of the grade, individual grading)
 - Class participation and discussion (10 % of the grade, individual grading)
 - Seminar paper (50 % of the grade, group grading)
 - Learning diary (20 % of the grade, individual grading)

Study Material: ca. 25 academic journal articles representing historical research in the areas of strategy and marketing.

Evaluation: 1-5 · Opintojaksot

Registration for Courses: Registration via WebOodi. Check registration time in WebOodi.

Language of Instruction: English

Further Information: The number of participants is limited to 60. Priority is given to (1) Aalto students studying in MSc Program of Marketing, (2) Aalto students studying in MSc Program of Global Management with focus area in Marketing, (3) CEMS-students, (4) Aalto students studying a MSc Minor in Strategic Marketing and (5) Aalto students studying a MSc Minor in Marketing. Priority is also given to students who haven't completed the course (or registered for the course) before.

23E28000 Consumer Culture (6 cr)

Responsible teacher: Sammy Toyoki; Eric Arnould

Status of the Course:

Marketing Master's Program, core-course

CEMS course

Aalto course

Level of the Course: Advanced studies

Teaching period: II 2018–19 (autumn) Töölö campus and IV 2018–19 (spring) Otaniemi campus

II 2019–20 (autumn) and IV 2019–20 (spring) Otaniemi campus

Twice per year

Aalto-course

Workload: 6 credits, 160 hours

1. Lectures (24 h)

2. Assignments and independent learning

Learning Outcomes: In completing this course, the student will learn about the key concepts, theories, and frameworks of consumer culture theory and interpretive consumer research. The student will learn how to apply these concepts, theories, and frameworks in critically examining and analyzing consumers, consumerism and consumer society. Students will also apply taught knowledge in conducting actual consumer / market research.

Content: The course describes key theories from the fields of consumer research, sociology, social theory, cultural studies, material culture and cultural anthropology.

- **Assessment Methods and Criteria:** Active attendance in lectures
- Compulsory course assignments (100%)

Study Material: A collection of articles from the current scholarly literature assigned by the lecturer

Substitutes for Courses: Replaces the course 23E28000 Advanced consumer behavior

Course Homepage: <https://mycourses.aalto.fi/course/search.php?search=23E28000>

Prerequisites: 23C581 Consumer Behavior or an equivalent Consumer Research course

Evaluation: 1-5 · Opintojaksot

Registration for Courses: Registration via WebOodi. Check registration time in WebOodi.

Language of Instruction: English

Further Information: The number of students admitted to the course is restricted to 60. Priority is given to (1) Aalto students studying in MSc Program of Marketing, (2) Aalto students studying in MSc Program of Global Management with focus area in Marketing, (3) CEMS-students, (4) Aalto students studying in MSc Program of Strategy, (5) Aalto students studying a MSc Minor in Consumer Research. Priority is also given to students who haven't completed the course (or registered for the course) before.

23E47000 Digital Marketing (6 cr)

Responsible teacher: Ashish Kumar

Status of the Course: Master's Program of Marketing, core-course Aalto course

Level of the Course: Advanced studies

Teaching period: I 2018–19 (autumn) Töölö campus

I 2019–20 (autumn) Otaniemi campus

Aalto-course

Workload: 6 credits, 160 hours:

1. Lectures
2. Group exercises
3. Independent Work and Exam Preparation
4. Exam (3 h)

Learning Outcomes:

Digital revolution has shaped and reshaped the current marketing environment. People subscribing to on-line and the Internet services are not only soaring but they also happen to be well-informed consumers. Thus, firms can cater to the individual needs of these potential consumers in real time using personalized services and content using following approaches.

- Use of Interactive Media/Digital Marketing Communications
 - Social Media Marketing
 - Email Marketing
 - Mobile Marketing
- Offering Multichannel Strategies
 - Online or Internet Marketing Channel
 - Online Collaborative Projects
- Use of Search Engine and Display Ads

This unique approach of marketing facilitated by digital revolution is termed as Digital Marketing. The key features of digital marketing are the ability to identify and target each consumer separately, two-way interaction with them, capability to customize the services for each consumers, and influencing consumer purchase behavior online. However, the true benefits of digital marketing cannot be realized unless firms integrate digital marketing strategies into their existing businesses and marketing programs. This course will help students in developing, implementing and analyzing digital marketing strategies for products and services using electronic media.

Content: Students will learn how to develop, implement, and analyze digital marketing strategies using electronic media. The course will introduce the basic theoretical concepts and some hands-on exercises to operationalize various aspects of digital marketing. Specifically we will focus on understanding digital marketing communications (e.g., emails, blogs, social-media etc.) and multichannel strategies (e.g., online channel, mobile marketing etc.) to leverage the maximum benefits of digital marketing.

- **Assessment Methods and Criteria:** Compulsory Exercises
 1. Examinations (40% or less)
 1. Group Project and Presentation

Study Material:

Coursebook: Urban, Glen L (2004) Digital marketing strategy: text and cases. ISBN 0-13-183177-1, not obligatory, ([Availability](#))

The course is based on a collection of articles indicated by the lecturer, from the following sources:

- Academic Sources
 1. Journal of Marketing
 1. Journal of Interactive Marketing
 1. Journal of Marketing Research
 1. Harvard Business Review
 2. etc.
- Business Sources
 - Wall Street Journal
 - Economist
 - Business Week
 - etc.

Course Homepage: <https://mycourses.aalto.fi/course/search.php?search=23E47000>

Evaluation: 1-5 · Opintojaksot

Registration for Courses: Registration via WebOodi. Check registration time in WebOodi.

Language of Instruction: English

Further Information: The number of students admitted to the course is restricted to 60. Priority is given to (1) Aalto students studying in MSc Program of Marketing, (2) Aalto students studying in MSc Program of Global Management with focus area in Marketing, (3) CEMS-students, (4) Aalto students studying in IDBM MSc Program, (5) Aalto students studying a MSc minor study package in Marketing, and (6) other students. Priority is also given to students who haven't completed the course (or registered for the course) before.

23E24000 Brand Management (6 cr)

Responsible teacher: Henri Weijo

Status of the Course: Master's program of Marketing, an elective course

Level of the Course: Advanced studies

Teaching period: V 2018–19 (spring)

V 2019–20 (spring)

Aalto course

Töölö campus

Workload: 6 credits, 160 hours: Contact teaching/lectures (30h)

Individual/pair work (30h)

Group work (30h)

Assignments (30h)

Preparation for the course(40h)

Learning Outcomes: The purpose of this course is to provide students with a global perspective on brands and their performance management. The course focuses on the role of brands and brand equity models, Brand Leveraging & Brand Performance, Brand Positioning & Brand Building, Designing & Sustaining Branding Strategies, Measuring Brand Equity, Managing Brand Equity. Upon completion of the course, students are expected

- to have an understanding of the brand equity concepts, Brand Asset Valuation, Brand Resonance. Building Brand Equity, Brand Identity and Brand image.

- to be able to understand Brand portfolios and market segmentation, Steps of brand building, Identifying and establishing brand positioning, Defining and establishing brand values.

- to understand Branding Strategies: Brand hierarchy, Branding strategy, Brand extension and brand transfer, Managing brand over time.

- to critically assess brand audits, brand valuation and brand value chain and apply them in designing and building branding strategies.

Content: Through lectures, course readings, and assignments, the course aims to cover important areas of branding -related topics in brand performance management. The topics include: Brand & Brand Management, Brand Leveraging & Brand Performance, Brand Positioning & Brand Building, Designing & Sustaining Branding Strategies, Measuring Brand Equity, Managing Brand Equity. The course will involve studying global brands and how they are managed, leveraged and revived.

Assessment Methods and Criteria: Lecture participation(10%)

Reflection Papers (40%)

Group Presentations (20%)

Final Project Report (30%)

Substitutes for Courses: Replaces the course '23E53010 Brand Performance Management', '23E53050 Merkkituotteet strategisessa markkinoinnissa' and '23E53000 Brands in Strategic Marketing'.

Course Homepage: <https://mycourses.aalto.fi/course/search.php?search=23E24000>

Evaluation: 1-5 · Opintojaksot

Registration for Courses: Registration via WebOodi. Check registration time in WebOodi.

Language of Instruction: English

Further Information: The number of students admitted to the course is restricted to 60. Priority is given to (1) Aalto students studying in MSc Program of Marketing, (2) Aalto students studying a MSc Minor in Consumer Research, (3) Aalto students studying a MSc Minor in Strategic Marketing, (4) Aalto students studying a MSc Minor in Marketing and (5) other students.

23E57000 Fashion Marketing (6 cr)

Responsible teacher: Pekka Mattila

Status of the Course: Marketing Master's program, elective course Aalto course

Level of the Course: Advanced studies

Teaching period: V 2018–19 (spring) Otaniemi campus

V 2019–20 (spring) Otaniemi campus

Aalto course

- **Workload:** 6 credits, 160 hours: Lectures and intensive workshops and/or study tours 70 h
- Independent and group work 80 h
- Reflection essay 10 h

Learning Outcomes: Students will gain broad, comprehensive knowledge of the strategic and operational issues pertinent to the fashion industry, practical understanding of the roles of different actors and institutions in fashion business, and experience of developing, communicating, and managing a commercial fashion concept and brand.

Content: The course integrates and utilizes a broad range of theoretical concepts, frameworks and topics on a practical level. Key areas include strategic marketing and branding, concept and offering development management, supply chain management, retail and distribution management as well as business case development.

Assessment Methods and Criteria: During the course, students are divided into multidisciplinary teams to work on various business cases and challenges. The outcomes are presented for sparring, comments and critique from the other teams, course staff and visiting fashion industry experts.

Grading:

Group work and presentations (70%)

Individual final assignment (30%)

NB! Successful completion of the course is contingent upon participation in all lectures.

Study Material: A collection of articles as assigned by the lecturers

Course Homepage: <https://mycourses.aalto.fi/course/search.php?search=23E57000>

Evaluation: 1-5 · Opintojaksot

Registration for Courses: See Further Information (below).

Language of Instruction: English

Further Information: Course participation is limited to 80 students. We require all prospective applicants to submit a letter of motivation and CV (2 pages max each), as well as a recent transcript of records from your home university. In addition to motivation for taking the course, relevant prior work and academic experience, as well as performance in fashion and marketing related courses, will be taken into account.

Please submit all application materials to course assistant as one.zip file by the deadline, which can be found at the course website www.aaltofashionmarketing.com/. Please note that the deadline is final and absolutely, unequivocally non-negotiable. Late applications will not be considered.

We will notify all applicants of acceptance decisions one week before the start of the course.

For more information on the course, please visit www.aaltofashionmarketing.com/. For additional information please contact course assistant (TBA).

NB! Two intense workshops will be part of the course outside normal lecture hours.

23E58050 Consumer Behavior, Retail Experience and Fashion (6 cr)

Responsible teacher: Pekka Mattila

Status of the Course: Marketing Master's program, elective

Level of the Course: Advanced studies

Teaching period:

II 2018–19 (autumn) Töölö campus

II 2019–20 (autumn) Otaniemi campus

Aalto-course

- **Workload:** 6 credits, 160 hours: Lectures and workshops 50 h
- Independent group work 80 h
- Individual learning diary 15 h
- Individual final assignment 15 h

Learning Outcomes: The course is aimed to broaden students' understanding of the conceptual foundations of fashion as a phenomenon as well as familiarize them with special traits of consumer behavior and retail experience in this industry context. The course will emphasize sociological concepts and frameworks when trying to understand fashion and consumerism. After the course, students will understand fashion and retail experience from a sociological perspective and master relevant techniques of field research. These insights will also help them to develop marketing and retail strategies in this domain.

Content: The course will be carried out as a series of lectures and workshops. During these contact sessions the students will familiarize themselves with the key concepts, frameworks and case studies of fashion and retail experience as well as consumer behavior within these domains. Furthermore, the students will learn useful skills, such as running projects in cross-disciplinary groups and conducting field research.

Assessment Methods and Criteria: Students will work in groups to carry out a series of conceptual assignments as well as market research assignments. Individual assignments, such as the learning diary, will help the students to reflect their take-aways and guarantee a holistic learning experience. Throughout the course the students will receive support and feedback from the faculty as well as seasoned industry professionals. Grading:

Groupwork and presentations (60%)

Learning diary (20%)

Individual final assignment (20%)

Study Material: A collection of articles assigned by the lecturers

Course Homepage: <https://mycourses.aalto.fi/course/search.php?search=23E58050>

Prerequisites: 23A00110 Markkinoinnin perusteet/Introduction to Marketing or equivalent

Evaluation: 1-5 · Opintojaksot

Registration for Courses: Registration via WebOodi. Check registration time in WebOodi.

Language of Instruction: English

Further Information: Completion of this course is recommended prior to participating in the 23E57000 Fashion Marketing course offered in period V. More information about the course is available at www.aaltofashionmarketing.com. NB! An intense two-day workshop will be part of the course outside normal lecture hours. For additional information please contact course assistant (TBA). The number of students admitted to the course is restricted to 80.

23E76050 Creativity in Marketing (6 cr)

Responsible teacher: Henri Weijo

Status of the Course: Marketing Master's Program, elective

Level of the Course: Advanced studies

Teaching period: IV-V 2018–19 (spring) Otaniemi campus

IV-V 2019–20 (spring) Otaniemi campus

Aalto course

Workload: 6 credits, 160 hours: Lectures and Workshops (compulsory) (48 h)

Reading textbooks and articles (35 h)

Individual assignments (35 h)

Group assignment (42 h)

Learning Outcomes:

This class will teach students the value of creativity within an organization and specifically for marketing. Creativity and innovation are often evoked in company mission statements, but more often than not, companies fail at fostering either of them within their ranks. Students will learn to understand why and how creativity fails within organizations, and how to avoid these pitfalls. The focus of the course is explicitly on group and organizational creativity, particularly cross-functional creativity and its importance for functions such as new product development and marketing communications. Students in this course are encouraged to think of themselves as future change agents within organizations. They will learn the tools to build processes and spaces for creativity with tangible results. The overall purpose of this class is to increase students' appreciation for creativity and to how to foster it within the entire organization, especially for marketing operations.

Knowledge

- Understand the antecedents and pitfalls of a creative marketing organization
- Understand how creativity is fostered and mobilized across different marketing functions
- Understand the role of consumer creativity

Skills

- Processes of brainstorming and inclusive group creativity that align different organizational players towards a common marketing goal
- Ability to apply creativity techniques to develop innovative marketing solutions (e.g., new product development, promotional efforts, etc.).
- Ability to develop creative spaces within the organization
- Ability to change organizational culture that embraces creativity
- Ability to create marketing strategies that take advantage of consumer creativity

Perspectives

- Recognize how organizational creativity is necessary for innovation and a key organizational feature
- Understand that creativity is not an inherent 'talent based' function, rather a trainable skill that can and should be embedded into an organizational culture
- Recognize the role of change agents and champions of creativity
- Recognize common misconceptions of creativity, such as the 'genius' myth and breakthrough technologies, and appreciates the value of innovation as a key difference
- Recognize the wide ethical concerns of creativity including societal issues and consumer-marketer power struggles

Content: Brainstorming, divergence and convergence techniques, new product development, service building, brand storytelling, branding.

Assessment Methods and Criteria:

Students will be evaluated based on their class participation (especially during lectures), reflection papers on the readings, and a group assignment. The group assignment will be the biggest contributor to the overall grade. In the final assignment, students will have to create a concrete plan for changing an organization's creative culture. Groups are expected to complete peer evaluations to ensure balanced participation.

Evaluation criteria:

Class Participation 20%

Class Exercises 20%

Group work 35%

Individual Assignment 25 %

Briefly, your grade will be based on the following:

- Class Attendance, Participation and Preparation
- Quizzes and Class Exercises

- Group Project
- Individual Creativity Assignments

Lectures are highly interactive. Students are expected to contribute constantly. Student presentations are expected. Workshop lectures allow students to put learned concepts into use. The students are required to make preparations for each session and are assumed to actively participate in the classroom discussions.

- **Study Material:** Required Reading: Roger Martin (2009) *Opposable Mind: Winning Through Integrative Thinking*
- Keith Sawyer (2013) *Zig Zag: The Surprising Path to Greater Creativity*
- Douglas Holt and Douglas Cameron (2009) *Cultural Strategy: Using Innovative Ideologies to Build Breakthrough Brands*

In addition, the instructor will provide select article-based readings.

Course Homepage: <https://mycourses.aalto.fi/course/search.php?search=23E76050>

Evaluation: 1-5 · Opintojaksot

Registration for Courses: Registration via WebOodi. Check registration time in WebOodi.

Language of Instruction: English

Further Information: The number of students admitted to the course is restricted to 50. Priority is given to (1) Aalto students studying in MSc Program of Marketing, (2) IDBM-students, (3) other Aalto students. Course Policies and Procedures:

Attendance Policy

Because the in-class experience is an integral part of this course, attendance is required. You are allowed one absence. Starting with the second absence, each one is a 4 percentage-point reduction in your participation grade. Based on my discretion, late arrival to class can also count as an absence. Professional Classroom Decorum

I will not tolerate IM'ing, text messaging, email checking, or cell phone use of any kind during class. I find this behavior personally offensive and disrespectful. If I perceive you to be engaging in any of these activities, you will receive a zero for participation that day. Three "zeros" result in a 4 percentage-point reduction in your grade. You are guilty if I think you're guilty. That's the only way I see to enforce the rule.

Some examples of practices that are forbidden in class:

1. Checking your phone underneath the desk
2. Checking your IM on your laptop during class
3. Checking any website that is not related to course content during class
4. I also don't find it too useful when people sprint to Wikipedia whenever a question arises.
5. Doing homework for other classes.

Think of it this way: some jobs let you do this while at work. Some don't. Consider my class in the latter category. According to a recent study, 73% of "phone checking" is done out of boredom or habit, almost like a muscle memory impulse. Break the habit. You'll thank yourself later.

23E80101 Qualitative Business Research Methods (6 cr)

Responsible teacher: Sammy Toyoki; Ilona Mikkonen

Status of the Course: M.Sc. degree, compulsory course for all students in Marketing Master's Program

Level of the Course: Advanced studies

Teaching period:

I 2018–19 (autumn) Töölö campus and III 2018–19 (spring) Otaniemi campus

I 2019–20 (autumn) and III 2019–20 (spring) Otaniemi campus

Twice per year

Workload: 6 credits, 160 hours:

- Compulsory lectures (24 hours)
- Independent learning and course assignments (136 hours)

Learning Outcomes: Upon completion of the course, students will gain an understanding of major qualitative research methods and methodology and will be able to carry out empirical qualitative research.

Content: The course introduces students to qualitative methods in business research. The course introduces the student to the following topics:

- Epistemological and ontological underpinnings of qualitative research
- Collection and analysis of appropriate qualitative empirical data
- Practical use of different research methods
- Evaluation criteria for qualitative research
- Construction of a 'research plan'

Assessment Methods and Criteria: Compulsory course assignments 80%. Optional assignments 20%. Active participation in class discussion can earn students extra credits. Absenteeism from lectures reduces points and lowers the final grade.

Study Material:

Coursebook: Eriksson, Päivi & Kovalainen, Anne (2008) Qualitative methods in business research. ISBN 978-1-4129-0316-5, obligatory,

[\(Availability\)](#)

Additional readings assigned by the lecturer (compulsory).

Substitutes for Courses: The course substitutes the course 80E80100 Business Research Methods (6 cr), 23E22000 Markkinoinnin tutkimusmenetelmät (6 cr) and 23E88001 Qualitative Research Methods in Marketing (3 cr)

Course Homepage: <https://mycourses.aalto.fi/course/search.php?search=23E80101>

Evaluation: 1-5 · Opintojaksot

Registration for Courses: Registration via WebOodi. Check registration time in WebOodi.

Language of Instruction: English

Further Information: Attendance at lectures compulsory. If the student fails to meet this requirement (at least 80% of lectures attended), points will be deducted from the student's final grade. He or she can also be removed from the course for repeated absenteeism. The number of students admitted to the course is restricted to 60. Priority is given to Aalto students studying in MSc Program of Marketing.

23E85000 Storytelling - a Narrative Approach for Entrepreneurship (3 cr)

Responsible teacher: Bruce Oreck

Status of the Course: Master's Program of Marketing, an elective course. Aalto-course. Course is open to students from any science, business, art or design discipline wishing to practice and perfect their storytelling skills.

Level of the Course: Advanced studies

Teaching period: I 2018–19 (autumn) Töölö campus

I 2019–20 (autumn) Otaniemi campus

Aalto-course

Workload: Classroom hours 21 h

Class preparation 7 h

Assignments 52 h

Learning Outcomes:

After completing this course, you will be able to

1. Understand and explain the mechanics of storytelling
1. Design and deliver memorable and impactful stories
1. Gain enhanced self-confidence and become a skilled storyteller

The course assignments are designed to form a portfolio of your skills as a storyteller. You will publish stories online, gain live storytelling experience, and build your professional network as a part of course assignments.

Experience in storytelling will help you steer your future career in the direction you want it to go. It will allow you to seize the moment and take the stage at important junctions of your life. As an entrepreneur or working for an organization, storytelling allows you to understand stakeholders, engage them into dialogue, and inspire others to do likewise.

Content: The goal of the course is to provide a practical deep-dive into effective communications. Students will learn to apply it in their own lives and careers through a series of exercises. The course emphasizes iterative cycles of research and practice, where personal storytelling skills are developed through feedback and discussion.

1. **Assessment Methods and Criteria:** Course work is graded as follows
Pre-Assignment, 20 %
1. Individual assignments, 30 %
1. Final presentation, 50 %

More information on assignments will be provided in the course syllabus.

Study Material: A full list of readings will be published with assignments at the start of the course.

Course Homepage: <https://mycourses.aalto.fi/course/search.php?search=23E85000>

Prerequisites: There are no prerequisites for taking the course. Students are however required to create a story explaining their motivation for participating. This story must be published online before the course begins. There are no limits to the form of publishing the story. It can be a blog post, podcast, online video or other form of art. Send your link this pre-assignment to the course staff by TBA.

Evaluation: 1-5 · Opintojaksot

Registration for Courses: Registration via WebOodi. Please see WebOodi for registration dates.

Language of Instruction: English

Further Information: To ensure workshop-style interaction between the instruction and pupils, we may limit the number of participants based on pre-assignments.

23E85050 Advanced Storytelling (3 cr)

Responsible teacher: Bruce Oreck

Status of the Course: Master's Program of Marketing, an elective course. Course is open to students from any science, business, art or design discipline wishing to practice and perfect their storytelling skills.

Level of the Course: Advanced studies

Teaching period: II 2018–19 (autumn) Töölö campus

II 2019–20 (autumn) Otaniemi campus

Aalto-course

Workload: Students will be actively participating through each classroom session. To excel in this class students should expect to spend 1 hour/ week practicing outside the class. (Due to only 6 sessions, students should attend at least 5/6 sessions.)

Learning Outcomes: This is a verbal communications skills course. Each participant will become a more powerful, more memorable and more effective public speaker.

Content: This course is intended to create lasting proficiency in the verbal communication skills necessary to be a more effective leader, entrepreneur or marketer. Each student will get intensive training focusing on Confidence

Recall

Improvisation

Precision

Empathy

Delivery

This a PARTICIPATORY course. Every student will prepare, present, critique and be critiqued weekly.

Assessment Methods and Criteria: Grading will be based 25% on brief but essential weekly written submissions;

25% based on the student's performance measured against his or her peers in the class;

and 50% based on the student's improvement over the term of the course.

Study Material: Material will be drawn from current events, students personal events, matters relating to improvisation will be by their nature random topics/ issues where surprise is the critical attribute.

Outside reading is not mandatory, students can choose between a immense amount of material on public speaking.

Success in this course comes from learning by doing.

Course Homepage: <https://mycourses.aalto.fi>

Prerequisites: This course is recommended for students who have completed the basic storytelling class. (23E85000 Storytelling - a Narrative Approach for Entrepreneurship) Any student who has not taken the prior course who wishes to take this course is advised to discuss this in advance with the course instructor.

Evaluation: hyväksyty/hylätty

Registration for Courses: Registration via WebOodi. Please see WebOodi for registration dates.

Language of Instruction: English