

Marketing

Basic information of the minor

Code: BIZ40901

Extent: 24 cr

Language: English

Teacher in charge: Henri Weijo

Target Group: Degree students at Aalto School of Business only

Application procedure: Degree students at Aalto School of Business do not need to separately apply for a study right for the minor.

Content and structure of the minor

Minor studies in Marketing offer a student with

- fundamental understanding of the behaviour of the markets and customers and the skills needed to apply this knowledge when developing and implementing marketing strategies;
- fundamental understanding of the different strategies, practicalities and tools of market and customer oriented businesses; and
- abilities to conduct market research to produce and acquire information about markets, customers and business environments to support decision-making in the context of certain business situations.

Structure of studies 24 cr

Choose four courses from the following:

23E10000	Service Business Strategy	6 cr	III
23E21555	Strategy and marketing from a business history perspective	6 cr	I
23E47000	Digital Marketing	6 cr	I
23E47050	Online Marketing Engineering	6 cr	V ^{*)}
23E48000	Consumer Psychology	6 cr	V - summer 2020
TU-E4080	Managing Innovative Sales ¹⁾	3 cr	II
TU-E4090	Managing Innovative Sales, exercises ¹⁾	3 cr	II
23E24000	Brand Management ²⁾	6 cr	V
23E57000	Fashion Marketing	6 cr	III
23E58050	Consumer Behavior, Retail Experience and Fashion	6 cr	II
23E76050	Creativity in Marketing	6 cr	IV
27E02000	Models in Marketing	6 cr	I

¹⁾ Teaching in Otaniemi, replaces the course 23E52050 Managing Innovative Sales.

²⁾ Replaces courses 23E53010 Brand Performance Management, 23E53000 Brands in Strategic Marketing and 23E53050 Merkkituotteet strategisessa markkinoinnissa.

^{*)} Not lectured. Course Digital Marketing Management, 23E01000 (V period) replaces the course 23E47050 Online Marketing Engineering in the academic year 2018-19. During academic year 2019-20 course 23E47050 Online Marketing Engineering can be covered by Reading Package 23E01000 Advanced Topic in Marketing.

or max two C-level courses:

23C510	Integrated Marketing Communications	6 cr	III
23C550	Services Marketing	6 cr	IV
23C580	Kuluttajan käyttäytyminen	6 cr	V, not lectured 2019-20
or			
23C59000	Consumer Research	6 cr	I-II
23C60000	Market Research	6 cr	I-II, IV-V
23C60500	Marketing Analytics	6 cr	V
23C61050	Vähittäiskaupan kilpailustrategiat ja kilpailukeinot ³⁾	6 cr	III
23C72050	Customer Experience Management ⁴⁾	6 cr	I
23C79050	Innovations in an Age of Constant change ⁵⁾	6 cr	II

³⁾ Replaces course 23C61000 Kaupan liiketoimintamallit ja markkinointi.

⁴⁾ Replaces course 23C72000 Customer Relationship Management.

⁵⁾ Replaces course 23C79000 New Product Development

NOTICE

For some of the courses the amount of participants is limited and therefore, it cannot be guaranteed that all the students taking marketing as minor studies can be registered for the course.