

MARKETING AND INTERNATIONAL BUSINESS

(LTT, markkinointi ja LTT, kansainvälinen liiketoiminta)

Marketing

Marketing as a science has a major role in all university-level business education. It focuses on the mechanisms and regularities of successful business, using customer-centred thinking as its key premise. As a business science it nurtures a wide range of research domains. At the Turku School of Economics marketing has specialized in business knowledge for innovations and business competence and models in organizational networks, and it is particularly strong in business-to-business marketing, knowledge-intensive services and retailing.

The marketing programme provides postgraduate students with the competence to work as researchers or specialists in demanding marketing tasks in both business and academia. Students are free to choose their specialization area and both theoretical and methodological approach. They can also plan their studies according to their own scientific interests. There is a wide range of courses to choose from, the main subject areas including service marketing, business-to-business marketing, strategic marketing, marketing communications and consumer behaviour.

International Business

The international business programme provides postgraduate students with the competence to work as researchers or specialists in demanding international business contexts.

Postgraduate studies are largely built around the student's own scientific interests. The choice of subjects is extensive, the main themes being, internationalisation and related management concerns, innovations and knowledge management in international business, and cross-border mergers and acquisitions.

The opportunity to study the European transition economies gives an additional perspective on international business in a changing Europe. Particular emphasis is placed on the problems of the transition phase, and on analysing Western companies and their actions in conjunction with planning and implementing their business operations.

Postgraduate studies in Marketing and International Business

Professor Aino Halinen-Kaila is responsible for postgraduate studies in marketing, and Professor Niina Nummela for those in international business.

The minimum number of credits required in the major subject is 32 ECTS cr. Postgraduate students of marketing and international business construct their studies according to the following principles:

- Courses that are compulsory for all students:
 - MAJ11/KVJ11 The Evolution of Marketing / International Business Theories, 6 ECTS cr
 - MAJ12/KVJ12 Contemporary Research Methods, 2 ECTS cr
- At least two of the courses:
 - MAJ13/KVJ13 The Use of Scientific Method in Marketing / International Business, 6 ECTS cr
 - MAJ14/KVJ14 Marketing / International Business as a Science, 6 ECTS cr
 - MAJ15/KVJ15 Reading the Classics, 6 ECTS cr
- In addition to the above, 12 ECTS cr according to student's own interests in marketing or international business
 - MAJ16/KVJ16 Specialisation area 6 ECTS cr or

- It is possible to substitute some courses in TSE with postgraduate courses offered by other institutes, such as those in the KATAJA programme (The Finnish Doctoral Program in Business Studies). Students wishing to complement their postgraduate studies in other institutions should ask their professor for advice as the applicability may vary or
- Postgraduate students may also choose courses in their specialisation area from the general advanced course offerings MAS3–MAS18, MAS32 and KVS3–KVS6, KVS13, KVS15-16, KVS52-KVS55 (see the advanced courses in the Study Guide). Note! Students taking advanced courses on the European transition economies (KVS10) are required to have previous studies in or other experience of the subject.

All postgraduate students are required to participate in the research seminars covering the major subject, and to give a presentation of their research plan or report according to the agreed schedule. They are also expected to act as opponents in the research and licentiate seminars when asked to do so.

Postgraduate course examinations are held on all the examination dates set for marketing and international Business, approximately nine times each term (18 times a year). The exact dates and times are given in the TSE Examination timetable. The examinations for the advanced courses take place only on the dates given in the timetable.

035001/205001	MAJ11/KVJ11 The Evolution of Marketing and International Business Theories
Credits	6 ECTS cr
Person responsible	Niina Nummela
Content and objectives	The aim of the course is to extend and deepen postgraduate students' knowledge of the evolution of marketing or international business theory. Having passed the course the student has an understanding of the historical evolution and sociological importance of one's discipline and about its major schools of thought.
Contact hours	No lectures
Mode of assessment	Written examination 035002 MAJ11 The Evolution of Marketing Theory, literature, 4 ECTS cr. 205002 KVJ11 The Evolution of International Business Theory, literature, 4 ECTS cr. Students are required to write a report (10-15 pages) about the evolution of marketing/international business theory from the perspective of their own research area. The report should include a review of the basic literature of the field, and should introduce the key concepts and contributions. Report 035003 MAJ11 The Evolution of Marketing Theory, exercises, 2 ECTS cr (no weight). Report 205003 KVJ11 The Evolution of International Business Theory, exercises, 2 ECTS cr (no weight).
Literature	For students of Marketing: 1. Marketing theory: evolution and evaluation, New York, Wiley, Sheth, Jagdish N.; Gardner, David M.; Garrett, Dennis E. (1988), 0-471-63527-8. 2. Rethinking marketing: developing a new understanding of markets, John Wiley & Sons, Håkansson, Håkan; Harrison, Debbie; Waluszewski, Alexandra (eds.) (2004), 0470021470.

For students of International Business:

1. The Oxford handbook of international business, Oxford, Oxford University Press, Rugman, Alan; Brewer, Thomas L. (eds.) (2001), 0199241821.

2. Theories of the multinational firm. A multidimensional creature in the global economy, Forsgren, Mats (2008), 9781848445864.

3. Critical perspectives on internationalisation, Amsterdam, Pergamon, Havila, V.; Forsgren, M.; Håkansson, H. (eds.) (2002), 0080440355.

Supplementary material for the exam or for the course

For students of Marketing: Scientific articles on recent evolution of marketing.

035010/205010	MAJ12/KVJ12 Contemporary Research Methods
Credits	2 ECTS cr
Person responsible	Niina Nummela and Aino Halinen-Kaila
Content and objectives	In this course students learn about contemporary research on marketing/international business, particularly from the viewpoint of their own research interests. They get experience of presenting their own research findings to academic audience and develop necessary skills in academic discussion and argumentation. Completion of this course requires the following: (1) participation in relevant research seminars, (2) presenting research papers in doctoral tutorial sessions/seminars and (3) following at least five public defences of doctoral dissertations and producing written reports of them (for instructions, see the post-graduate students' websites: Marketing: http://edu.tse.fi/aineet/ma/jatko-opiskelu/default.asp ; International business: http://edu.tse.fi/aineet/kv/opetus/jatkot/JATKO.asp)
Mode of assessment	Active participation in seminars and tutorials. 035010 MAJ12 Contemporary Research Methods, 2 ECTS cr. 205010 KVJ12 Contemporary Research Methods, 2 ECTS cr.

035020/205020	MAJ13/KVJ13 The Use of Scientific Method in Marketing and International Business
Credits	6 ECTS cr
Person responsible	Aino Halinen-Kaila
Content and objectives	The aim of the course is to deepen the student's knowledge of the most applied research approaches and methods in marketing/international business. Having passed the course the student is able to apply the knowledge - in identifying the key decisions one has to make in relation to research approach and methods in a doctoral dissertation, and - in evaluating the methodological choices of a finalised doctoral dissertation.
Contact hours	No lectures
Mode of assessment	Written examination 035021 MAJ13 The Use of Scientific Method in Marketing, literature, 4 ECTS cr. 205021 KVJ13 The Use of Scientific Method in International Business, literature, 4 ECTS cr. Students are required to comment on and evaluate a marketing/international business thesis, and to write a report on the approach and methods used (approximately 20 pages). The thesis is chosen according to the student's own research interests.

	<p>Report</p> <p>035022 MAJ13 The Use of Scientific Method in Marketing, report, 2 ECTS cr (no weight).</p> <p>205022 KVJ13 The Use of Scientific Method in International Business, report, 2 ECTS cr (no weight).</p>
Literature	<p>1. Methodology for creating business knowledge, Thousand Oaks (CA), Sage Publications., Arbnor, Ingeman; Bjerke, Björn (1997), 076190450-6.</p> <p>And two of the following books:</p> <p>2. Case study research design and methods, 3rd edition, Thousand Oaks (CA), Sage Publications, Yin, Robert K. (2003), 076192552-X.</p> <p>OR</p> <p>2. Monimuuttujamenetelmien perusteet SPSS-ympäristössä, Helsinki, International Methelp, Metsämuuronen, Jari (2001), 952537207-3.</p> <p>3. Handbook of qualitative research methods for international business, Cheltenham, U.K., Edward Elgar, Marschan-Piekkari, Rebecca; Welch, Catherine (eds.) (2004), 184376083-5.</p> <p>4. Surviving your dissertation, Thousand Oaks (CA), Sage Publications, Rudestam, Kjell Erik; Newton, Rae R. (2001), 076191961-9.</p>
035030/205030	MAJ14/KVJ14 Marketing and International Business as a Science
Credits	6 ECTS cr
Person responsible	Aino Halinen-Kaila
Content and objectives	The aim of the course is to give postgraduate students an overview of marketing or international business as a science. It familiarises students with the disciplinary roots and the evolving debate around the scientific position of marketing/international business. Having passed the course the student is able to characterize one's subject as a scientific discipline and to discuss about and argue for its position as a science.
Contact hours	No lectures
Mode of assessment	Written examination
	035031 MAJ14 Marketing as a Science, literature, 4 ECTS cr.
	205031 KVJ14 International Business as a Science, literature, 4 ECTS cr.
	Participation in special seminars, workshops and visitor lectures organized by universities at home and abroad.
	Seminars
	035032 MAJ14 Marketing as a Science, seminars, 2 ECTS cr (no weight).
	205032 KVJ14 International Business as a Science, seminars, 2 ECTS cr (no weight).
Literature	<p>1. Foundations of Marketing Theory: Toward a General Theory of Marketing. M.E. Sharpe, Hunt, Shelby D. (2002), 0-7656-0930-4.</p> <p>2. Hämärän taakse. Marketologian minuutta etsimässä, Jyväskylä, Atena, Panula, Juha (2000), 951796203-7.</p>
Supplementary material for the exam or for the course	Scientific articles
035040/205040	MAJ15/KVJ15/JOJ15 Reading the Classics
Credits	6 ECTS cr
Person responsible	Niina Nummela

Content and objectives	During this course students learn to know the classic works of business literature. After the course they are able to synthesise the content of these classics, evaluate the contribution of each of the selected works and apply them in their own research. Completion of this course requires the following: (1) participation in the research seminars, (2) preparing a presentation of two selected classics, (3) acting as a discussant for two presentations and (4) delivering written reports of four books. More detailed instructions can be found at the course website.
Contact hours	Research seminars, 12 h. Information on the timing will be provided later.
Mode of assessment	Two written reports (10-15 pages) of two selected classics Presentations at the research seminar. Active participation in the research seminar 035040 MAJ15 Reading the Classics, 6 ECTS cr. 205040 KVJ15 Reading the Classics, 6 ECTS cr. 025050 JOJ15 Reading the Classics, 6 ECTS cr.
Notes	Attendance restricted to 10 students.

035050/205050 MAJ16/KVJ16 Specialisation Area

Credits	6 ECTS cr
Person responsible	Niina Nummela and Aino Halinen-Kaila
Content and objectives	The objective of the course is to familiarise students with the central themes of his/her research field.
Contact hours	No lectures
Mode of assessment	Written examination: 035051 MAJ16 Specialisation Area, 4 ECTS cr. 205051 KVJ16 Specialisation Area, 4 ECTS cr. Additionally, students are requested to write a publishable research paper (20-25 pages) in a selected field. Research paper: 035052 MAJ16 Specialisation Area, 2 ECTS cr (no weight). 205052 KVJ16 Specialisation Area, 2 ECTS cr (no weight). Scientific literature related to the research field
Supplementary material for the exam or for the course	

035800/205800 MAL/KVL Licentiate thesis

Credits	90 ECTS cr
Content and objectives	A licentiate thesis in Marketing or International Business should demonstrate the student's ability to conduct scientific research.
Mode of assessment	Active and regular participation in seminars over four terms, independent research work with research plans and reports each term, and the defence of the thesis in a public seminar. 035800 MAL Licentiate thesis, 90 ECTS cr. 205800 KVL Licentiate thesis, 90 ECTS cr.

035900/205900 MAV/KVV Doctoral thesis

Content and objectives	A doctoral thesis in Marketing or International Business should demonstrate the student's deep understanding of the chosen research topic and his or her ability to produce new scientific knowledge independently.
Mode of assessment	Active and regular participation in seminars over four terms, independent research with relevant plans and reports, and public defence of the doctoral thesis.