Basics of Marketing and Sales (5 ECTS)

Content

- Key marketing concepts, definitions and phenomena now and before
- Understanding these concepts in diverse contexts: the differences between consumer and business-to-business logics
- Customer-centred thinking and value creation
- Customer-oriented strategy in a changing business environment
- Key concepts and phenomena in consumer marketing
- Business-to-business marketing and organizational buying behaviour
- Marketing communication channels and content
- Sales processes in consumer and business-to-business contexts, as well as personal sales and interaction skills at different phases of the sales processes

Prerequisites and other material or equipment

There are no prerequisites. In addition to the learning platform, other digital tools, such as Zoom and cloud storage services, may be utilised during the course.

Please note that the completion of the course takes place on the DigiCampus learning platform. Login instructions to the platform will be provided to the students who have registered for the course via email.

Learning objectives

Upon completion of the course, students will be able to:

- describe the role of marketing in an organisation and identify the significance of customer-orientation in both the development of the organization and personal actions
- apply the key concepts of marketing (e.g., customer-perceived value, value creation process, brand, marketing mix and segmentation) in decision-making and evaluate decisions
- describe the diverse emphasis of business-to-business and consumer marketing and the key characteristics of both logics
- identify and utilise key marketing communication channels in the fickle business environment, and
- understand sales processes in their entirety, the different parts of them in both consumer and in business-to-business sales.

In addition to core marketing skills, the course develops working life skills, such as

- problem-solving and project management skills

- critical thinking / information assessment skills
- the analysis and application of information
- the utilisation digital platforms
- written and oral expression.

Course assignments, working methods and literature

Pre-assignment: The course includes a compulsory preliminary assignment that has to be completed successfully by a pre-defined date. The instructions for the pre-assignment are given to the students who have registered for the course within the registration period.

Course assignments: Students complete weekly thematic assignments as individual work. The sections of the course open week by week following the schedule announced at the beginning of the course. The tasks open and must be completed in the correct order, i.e. the previous task must be completed before you can proceed to the next task.

The course instructors provide guidelines on the use of artificial intelligence applications during the course.

Literature: The instructors will specify the literature at the beginning of the course.

Workload

Course workload (133.5 hours) consists of

- independent reading of the course materials: 70 hours
- weekly assignments: 60 hours
- feedback: 3.5 hours

Evaluation

Students complete the course by submitting weekly assignments. The evaluation is based on the points obtained from the weekly assignments and the final evaluation is presented on a scale of 1–5/fail.

Language

The course material, literature and assignments are in English. However, students may submit their assignments either in Finnish or English.

Number of participants and registration for the course

No restrictions for the number of students admitted. **Proper registration for the course at the home university is obligatory and required for gaining credit. Late registrations will not be accepted.**

Transfer of student information

LITO courses are organised in co-operation with multiple universities. To receive credits for the courses, students must be granted the right to attend the courses for which they have registered from the host university. To grant the right to attend a course (or courses), the home university will transfer personal student information to the host university responsible for organising the course. The data to be transferred includes the student's surname, first name, possible middle name(s), gender, nationality, e-mail address, personal identification number and home university. If a student does not have a Finnish personal identification number, his/her date of birth will be transferred. Data classified as secret will not be transferred. Receiving credit for the course(s) is not possible without transferring personal student information.

LITO Data Protection Notification is available at www.lito.fi.

Further information

University of Oulu organises the course in the academic year 2025–2026.

The latest information about the course is updated and published on the course platform at www.lito.fi.