

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 B-to-B logics
- Customer-centred thinking and value creation
- Customer-oriented strategy in a changing business environment
- Key concepts and phenomena in consumer marketing
- B-to-B marketing and organizational buying behaviour
- Marketing communication channels and content
- Sales processes in consumer and B-to-B contexts, as well as personal sales and interaction skills at different phases of the sales processes



Prerequisites

No prerequisites.

Learning objectives

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

- describe the role of marketing in an organization 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 the evaluation of made decisions,
- describe the diverse emphasis of B-to-B and consumer marketing and the key characteristics of both logics,
- identify and utilize 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 B-to-B sales.

Pre-assignment, course assignments, literature and workload

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.

Students will complete weekly assignments during the course.

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

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. Grading on the scale 1–5/fail.

Language

The literature is mainly in English. 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 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(s), the home university will transfer personal student information to the host university responsible for organizing the course. The data to be transferred includes 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.

Further information

University of Oulu organizes the course in the academic year 2021-22. The latest information about the course is updated and published on the course platform at www.lito.fi.