



Universities in Helsinki, Finland



HELSINKI SUMMER SCHOOL spells high quality academics combined with a wide range of cultural and social activities. Our multidisciplinary courses, all taught in English, aim at stimulating thought and intellectual development in an open and diverse environment. A city known for its design, technology and vibrant cultural life, Helsinki is sure to be the experience of a lifetime.



HELSINKI  
SUMMER SCHOOL

August 9 to 25

2011

Thinking Allowed



[www.helsinki Summerschool.fi](http://www.helsinki Summerschool.fi)  
[summer-school@helsinki.fi](mailto:summer-school@helsinki.fi)

Organizer



Aalto University

**BUSINESS-TO-BUSINESS MARKETING**

6 ECTS

# BUSINESS-TO-BUSINESS MARKETING

6 ECTS

AUGUST 9 TO 25

This course provides the basic concepts, frameworks, and special characteristics of business-to-business marketing and organizational buying behaviour. In addition, the focus is on the competitive realities of the global marketplace, customer relationship management, cross-functional decision-making, and supply chain management. The Business-to-Business Marketing course will also provide basic understanding of the unique marketing features of business products and services.

This course aims to give the student an understanding of the special characteristics of business-to-business marketing and organizational buying behaviour. Another point is that the participants become familiar with the basic conceptual tools and frameworks. The ideal is that the students can apply the acquired knowledge to analyzing and to solving the practical management problems of industrial

marketing.

The Open University of Aalto University organizes this Bachelor's level course. The teachers come from the Department of Marketing. The requirements of the course are identical with the Degree Program of School of Economics.

This course is for students who have basic knowledge about the principles of marketing and they should find this course extremely useful. The grading is based on active participation in lectures (totaling 28 hours) and obligatory case exercises (76 hours; altogether 50% of the grade) as well as on the final examination (50% of the grade). The total workload of the course is 160 hours of which 56 hours are independent studying and preparation for the exam. The lecturers define the assigned literature.

Please direct any questions concerning the content of this course to the coordinator, Mr. Antti Sihvonen [antti.sihvonen@aalto.fi](mailto:antti.sihvonen@aalto.fi).

Any questions on the general arrangements (accommodation, scholarship, etc.) should be addressed to the Summer School's office at [summer-school@helsinki.fi](mailto:summer-school@helsinki.fi).

