

**Contemporary Marketing
Issues Reading Package course**

MARK-C2022 & MARK-E2022

Aalto Department of Marketing

Period V, 2022-2023

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Agenda

- Course practicalities
- The deliverable: A Thematic essay
- Grading

Course practicalities



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Course practicalities

Teachers-in-charge:

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MyCourses-page:

We will read our emails every day and will respond as soon as possible.

Please keep still in mind normal office hours and weekends.

Learning objectives

Upon the completion of this course, the student will have gained:

- **Advanced knowledge** on a contemporary marketing topic of their choosing
- **Sharper critical thinking** skills
- Experience in **crafting an academic essay**
- A deeper understanding of how **analytical thinking** help in the field of marketing



What are these courses for and about?

These courses are for those who

- are interested and motivated in **advanced or “hot” topics within marketing** (“couldn’t get enough” in some course, want to pursue a career in the topic area...)
- are for example **working** and are looking for **self study courses**
- are looking for **good literature for their theses**
- **want to improve their writing and analytical skills**

Bachelor Level Topics

1. Managing Value Co-Creation
2. Pricing
3. Marketing Strategy
4. Sustainability and CSR
5. Digital Retailing
6. The Cutting-Edge of Influencer Marketing

Master's Level Topics

1. The cutting edge of digital marketing
2. Citizens, consumers and markets in the age of climate change
3. Consumer Culture in the age of algorithms
4. Critical marketing – marketplace power and consumer resistance
5. Sharing, access-based and collaborative consumption
6. Circular economies
7. Race, ethnicity and gender
8. Well-being in a Digital age
9. Value: The most important concept in marketing
10. Marketing and the always connected consumer

End Result

Your course transcripts will reflect the topic of your choosing

For example, your transcript could read:

MARK-C2022 Contemporary Marketing Issues: Sustainability and CSR

MARK-E2022 Contemporary Marketing Issues: Sharing, access-based and collaborative consumption

Course Milestones

Mandatory !

Select your choice of reading package on **MyCourses**

08.05.2023

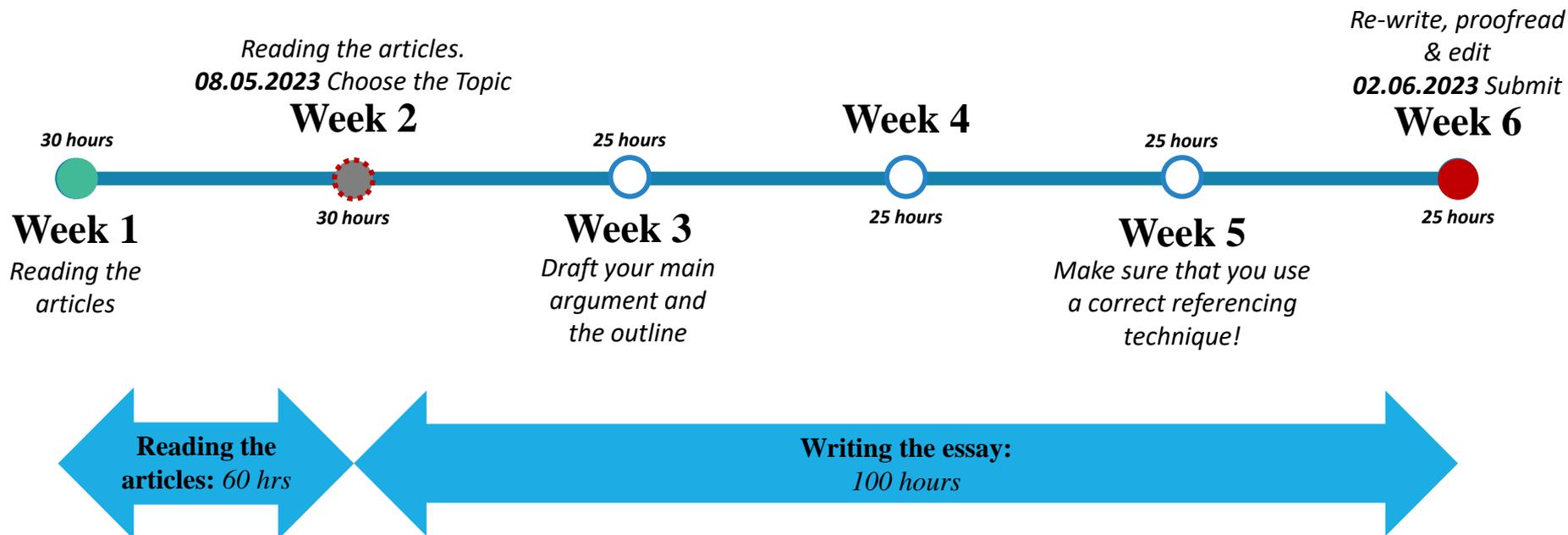
Non-Negotiable Deadline !

Final deadline to submit your essays on **MyCourses**

02.06.2023



Plan your workload



Information on Deadlines and Requirements

- **There will be no concessions to any of the deadlines for any reasons**
- If you fail to choose your topic by the deadline, you cannot have your work graded
- If you fail to submit your work before the deadline, your work will not be graded.
- **Double-check that you are enrolled on Sisu in the course in the period in which you will be submitting the essay!** If you are not registered on Sisu, your work cannot and will not be graded.
- Make sure you have chosen MARK-C2022 if you are a Bachelor's student, and MARK-E2022 if you are taking the Master's level course.
- Be extra-mindful of the requirements and deadlines if you really need the credits by a certain date.

The deliverable: A thematic essay



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Deliverable: A thematic essay

- Each thematic package consists of about 8-12 (bachelor) or 15-20 articles (master's).
 - Students may replace two articles within the reading package, but the responsible teachers must approve all changes.
- After reading the articles, the student will write an essay that outlines the primary themes from the selected readings.
 - **(10 pages, excluding references and possible appendices, 1.5 spacing, Times New Roman 12p, PDF format)**
- The student must argue for their thematic breakdown → no one way to do, but it is a demanding and creative job!
- **Assume that the instructor is familiar with the readings!**

Information on Requirements

- Complete **all the assigned readings** in your chosen package
- Discuss **all the assigned readings** in the essay (but you can focus on certain pieces of literature more than on others)
- State the scope and objective of your essay clearly and demonstrate you have met them in your argumentation

Constructing a thematic essay

Tips for good academic essay writing:

Make sure you have time to read and write!

1. Take constant notes on the readings, summarize their main points to yourself.
2. Compare and contrast the readings, identify themes that connect some or all of them.
3. Also identify inconsistencies, differences, ambiguity, and problems between readings.
4. Develop an objective or “viewpoint” for your essay; of what you want to convince the reader?
5. Outline your essay and think what supportive and counter-arguments you must present to argue your viewpoint.
6. Write the essay; make sure you cite your sources correctly and consistently.
7. Proofread, edit, and rewrite.

Constructing a thematic essay

Some DOs and DON'Ts (for details refer the syllabus document)

1. Do not present a **mere chronological summary** of the articles.
2. Do not just **present various themes *within* the articles** – identify meaningful connections, compare and contrast the themes *across* the articles.
3. Remember: the essay's objective should never be **vague, combative or confrontational**. A good objective is definable, arguable claim. Your aim is to convince the reader and initiate a meaningful dialogue.
4. The essay's objective should be as clear and specific as possible. **Avoid overused + general terms and abstractions.**
5. “Critical reflection” does not mean **vague declarations of “I like /I do not like /agree with...”** Remember to specify your claims and present clear arguments through evidence.
6. **Do not submit a “wall of text”** – make sure that your arguments are clearly structured and form a coherent whole. Use subheadings if and when appropriate.

Common Pitfalls and Errors

Use the references

- At times in-text references/citations are missing.
- Same with reference list at the end.
- Feel free to use a good referencing tool like Zotero or Mendeley.

Structure the text

- Headlines, sub headlines etc, helps with consistency and coherence of the essay

Take time to edit and re-read and repeat it !

- Helps avoid minor and easily fixable mistakes.

Common Pitfalls and Errors

Critical analysis and reflection

- Often we receive a great summary of the literature but without much critical engagement or reflection about the text (*particularly important for students taking the master's course*).

Write about something that interests you!

- Helps in nearly all areas and gives the essay a more focused narrative!
- Pick an phenomena, event, company etc., that relates to your chosen topic to write about.
- E.g. one student discussed the Pokémon fanbase following the protests to remove the National Pokédex in the latest Pokémon game in the topic of co-creation.

Grading



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Grading Rubric

Measurable Attributes	0 -Insufficient	1-Sufficient	2	3 -Good	4	5- Excellent
Specification and justification of the essay's objectives and/or points of view	Provides very vague or no specification or justification of the essay's objectives and/or points of view	Provides limited specification and justification of the essay's objectives and/or points of view		Provides clear specification and justification of the essay's objectives and/or points of view		Provides insightful specifications and justifications of the essay's objectives and/or points of view
Review of literature	Reports on assigned literature without connecting it to the essay's objective, omitting key references	Reports on all of the assigned literature without connecting it fully to the essay's objectives		Reviews all of the assigned literature relevant to the essay's objective in an appropriate and comprehensive manner		Demonstrates critical thinking in reviewing all of the assigned literature relevant to the essay's objectives
Critical assessment of the content	Shows no evidence of critical assessment of the content	Does not go deeply into the critical assessment of the content		Critically assess the content, personal and general reflections are included		Critical assessment and abstract ideas are reflected through the use of specific details

Grading Rubric contd..

Measurable Attributes	0 -Insufficient	1-Sufficient	2	3 -Good	4	5- Excellent
Academic style, language use, and readability	Uses non academic style; inaccurate language use interferes with reading and comprehension; citation format not observed, serious grammar and spelling mistakes	Uses sufficiently appropriate academic style; no substantial interference with reading and comprehension, citation format not always observed, grammar and spelling mistakes		Uses academic language fluently; minor errors may exist but do not interfere with reading and comprehension, some grammar and spelling mistakes		Meets academic writing standards, citation format consistently observed, no/very minor grammar and spelling mistakes
Consistency and coherence of the essay	Text is fragmented and unbalanced; problems with headings, paragraphs, and sections	Text is not fully balanced; does not really form a coherent whole; some problems with headings and paragraphs and section structure		Forms a balanced and coherent whole; headings, paragraphs and section structure typically support the overall coherence		Forms a coherent whole with consistent and explicit internal linkages; has a logical flow of argumentation with neat headings and clearly structured paragraphs and sections

Q & A

Q: Can I attend the course in more than one period, e.g. start the in the period I and submit my essay in the period IV?

Yes, that is possible. However, you need to register in the course in that period in which you want your course work to be graded. E.g. in this case, register in the period IV.

Q: Are there any lectures in this course?

A: No, this is self-study course.

Thank you!



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