

Contemporary Marketing Issues Reading Package, 6 cr

7.1.-1.4.2025

Course staff:

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1. Course overview

This is an independent study course offering an in-depth exploration of contemporary marketing issues. It is designed for students who are deeply interested in advanced topics within marketing, seeking to enhance their analytical and writing skills, or in need of substantial literature for their theses. The course is applicable for both bachelor and master's level students, with corresponding reading packages tailored to each.

To complete the course, students should choose one of the reading packages within their level of education. Each package consists of about **15-17** (bachelor's level) or **20-22** (master's level) articles. After carefully reading the package, students should provide thematic comments outlining the primary topics highlighted in each article. The workload and reading packages are divided into two time-frames with separate deadlines.

There will be no lectures, as this is a fully self-study course.

The course transcripts will reflect the topic that students choose. For example, the transcript could read:

- MARK-C2022 Contemporary Marketing Issues: Sustainability and CSR
- MARK-E2022 Contemporary Marketing Issues: Consumer culture in the age of algorithms

The workload of the course is planned to be as follows:

- Reading articles (60 h)
- Commenting the articles (100 h)

2. Learning objectives

Upon completion of the course, students will have gained:

- Advanced knowledge of a chosen contemporary marketing topic
- Enhanced critical thinking skills
- A deeper understanding of analytical approaches in marketing

3. Working environments

MyCourses page is used to perform the following tasks:

- Get familiar with detailed instructions for completing the course
- Read the articles within existing reading packages and make a choice of the package for completing the course
- Submit the choice of the reading package and follow the instructions of enrolment to the page of the reading package on Perusall platform

Perusall platform is used to perform the following tasks:

- Provide thematic comments on the articles within the reading package using the website tools

4. General instructions for the assignments

To complete the assignments, *bachelor's level students* should choose the reading package from the following list:

- Marketing strategy
- Sustainability and CSR
- The cutting edge of influencer marketing
- Pricing

To complete the assignments, *master's level students* should choose the reading package from the following list:

- The cutting edge of digital marketing
- Consumer culture in the age of algorithms
- Value: the most important concept in marketing

The assignments include providing **2 thematic comments** per article, approximately **100-150 words** each. Students are expected to focus on primary themes outlined in the articles and critically engage with the material. The work will be divided in two parts: 1) commenting on the 1st part of the reading package; 2) commenting on the 2nd part of the reading package. The comments must be submitted by specific deadlines for each part of the reading package. Students can and should refer to other articles within the reading package – in this case **in-text references** should be provided.

The timeline for the assignments goes as follows:

Task	Deadline
Submission of the choice of the reading package on MyCourses	21.1.2025 23:59
Enrolment to the course corresponding to the chosen reading package on Perusall	21.1.2025 23:59
Providing comments in the 1 st part of the reading package	23.2.2025 23:59
Providing comments in the 2 nd part of the reading package	1.4.2025 23:59

5. Grading

Grading is based on quality, coherence, and critical assessment, with scores provided by Perusall automatic grading system, and adjusted by course instructors if needed. All the scores obtained by a student are averaged for the final course grade (providing comments additional to 2 comments required by the task is possible and will be also used to average the grade).

Every comment is evaluated with the following **scale**:

- **Low-quality:** corresponds to **0** in the grading rubric
- **Medium-quality:** corresponds to **3** in the grading rubric
- **High-quality:** corresponds to **5** in the grading rubric

Students should not provide any comments except for ones that are going to be graded, as the system will not distinguish them from the quality ones! For example, students should not leave the following comments: “sure”, “thank you for pointing it out”, etc. If students want to react to the other students’ comments, they can use the “thumbs up” tool in Perusall.

The following **grading rubric** is going to be used for grading individual comments:

Measurable Attributes	0 Insufficient	1	2	3 Good	4	5 Excellent
Consistency and coherence of the comment	Text is fragmented and unbalanced			Forms a balanced and coherent whole		Forms a coherent whole with consistent and explicit internal linkages; has a logical flow of argumentation
Critical assessment of the content	Shows no evidence of critical assessment of the content			Critically assesses the content, personal and general reflections are included		Critical assessment and abstract ideas are reflected through the use of specific details
Academic style, language use, and readability	Uses non-academic style; inaccurate language use interferes with reading and comprehension; citation format is not observed; word count is not observed; serious 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; word count is consistently observed; no/very minor grammar and spelling mistakes

The grading rubric focuses on consistency, coherence, critical assessment, academic language use, and readability. Final course scores range from **0** (Insufficient) to **5** (Excellent).

Excellent comments typically cover the overarching theme of the reading package, clearly define relevant concepts using easy-to-understand language, develop a coherent line of argumentation, and offer concrete implications which are meaningfully substantiated. Most importantly, the writer should show their ability to critically deal with the subject of interest by including their own grounded, personal assessment of the matter (e.g., by discussing the pros and cons of an issue). Typically, these comments offer insightful thoughts and arguments, that are elaborated and well justified. In general, these comments show unambiguous and throughout work.

Comments that get **good and lower** grades typically discuss the issue on an overly general level, essential concepts or ideas are dealt with narrowly, or something essential is left unaddressed. For example, some questions may lack answers. In these comments, the student may also show that the readings were not entirely understood and distinguishing the central from the less essential was not always demonstrated. Typically, **good** comments have elements from excellent or very good comments, but they also include some deficiencies.