

Course Summary

Organization & Faculty

The course is designed as a 3-day intensive doctoral seminar organized at Aalto University School of Business at the Otaniemi campus. Our instructor team consists of specialist scholars with expertise in particular theoretical traditions. It aims to give students in management an introduction to some foundational theorists in the social sciences frequently drawn on in management and marketing research.

Learning outcomes

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

- Recognize some central streams of contemporary social scientific discourses underlying strategic management and marketing scholarship.
- Recognize what it means to speak of embeddedness of the economy
- Critically evaluate the strengths and weaknesses of contemporary social scientific discourses underlying strategic management and marketing scholarship.
- Understand converging and diverging perspectives in contemporary social scientific discourses underlying strategic management and marketing scholarship
- Recognize research opportunities in strategic marketing and consumer research based on contemporary social scientific discourses.

Learning methods

This course is an intensive 3-day course, each course day consisting of 2-3 modules. Learning methods are a combination of lectures and interactive group discussions on the pre-readings and assignments.