

23E99906 Capstone course: Marketing, Spring 2022

Syllabus

Instructor's contact information

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Course information

- Academic Year, Period: 2021/22, periods IV and V
- Language of Instruction: English

Learning outcomes

After the course the student will (1) have a concise and updated overview on the core knowledge of marketing; (2) be able to apply the knowledge by identifying, analyzing and solving a real-life business problem, and improve his/her (3) team-working skills, (4) presentation skills, (5) negotiation skills, and (6) project management skills. In addition, the student will develop self-awareness of what he/she has learned and skills and competencies he/she possesses facilitating his/her entering to the work life and by doing so, also provides feedback for the program. In brief, the course creates closure, ensuring that learning goals of the Aalto MSc degree/program(s) have been fulfilled.

Tasks

The students (in teams of 3) select a core topic in the area marketing, and update and share their knowledge on the topic with their peers. Thereafter, the teams identify and get access to real-life case firms and negotiate and agree on a problem-solving project (e.g., objectives, scope) with the firms. The end-results of the project are (1) presentation for the firm representatives on how the problem is/could be solved, and (2) a case study report resembling a Harvard Business School style case study, which a) has a clear theme within the domain of marketing, b) uses academic and/or theoretical reasoning to explain and justify analysis, c) a problem solving structure with a pre-problem setup and a post-problem solution, d) a description of concrete activities in solving the case and e) implications for generalizing the finding for learning purposes.

Additional Information

Course is mandatory and only available to M.Sc. Marketing major students.
Mandatory attendance.

ASSESSMENT AND GRADING

The course is graded on a scale of 1-5.

A passing grade requires completion of all assignments and participation in the classroom.

Project outcome 1: Final presentation	40p
Project outcome 2: Case study report	40p
Individual two-page reflection paper on the project	10p
Project contribution (peer-evaluation, rubric in MyCourses)	10p
Total	100p

Grade	Points	Description
5	90-100	Work of high to exceptionally high quality showing excellent knowledge of subject matter, well-articulated concepts, high level of originality and critical thinking.
4	80-89	Work showing good grasp of subject matter. Clearly developed and articulated concepts. Evidence of critical thinking.
3	70-79	Work showing an adequate understanding of subject matter. Argumentation, conceptual and critical thinking present, but limited.
2	60-69	Work showing a basic understanding of subject matter. Argumentation, conceptual and critical thinking present, but limited.
1	50-59	Work showing a basic understanding of subject matter. Argumentation, conceptual and critical thinking present, but limited.
F	Below 50	Work lacking breadth and depth.

Evaluation breakdown

Your report and presentations have to reflect the categories below:

	0	1-2	3	4	5	Weight
Case access and negotiated project agreement	The objective of the project is developed via reading on secondary sources. No direct access to the firm.	The objective of the project is vague and shallow and it is agreed based on e.g. a brief email discussion.	The objective is fairly clear and concise but the input from the firm is modest.	The objective of the project is clear and concise and it is negotiated and agreed together with the firm.	The objective and scope of the project is deep and tackles a relevant and strategic problem of the firm. The firm is committed to collaboration and allocates resources for the project (e.g. interviews, provides access to confidential material)	10%
Project plan	No objective, no tasks nor schedule	Vague objective but no tasks nor schedule	Clear objective but no milestones nor schedule	Clear objective with some inconsistencies with the milestones	Clear and doable plan with clear milestones	5%
Fieldwork	The field work is based on single source (e.g. one web-site) desk top research	The field work is based on desk top research	The fieldwork is based on some primary data sources but mainly on secondary sources.	The fieldwork is based on balanced set of primary and secondary sources.	The fieldwork is mainly based on primary data from the company (e.g. interviews, hands-on work)	20%
Analysis and its link to theoretical models, frameworks	The analysis is shallow and does not have any links to the frameworks and models discussed during the course.	The analysis is shallow but it has some links with the frameworks of the course	There is some depth in the analysis and it has some links with the frameworks of the course	The analysis is well covered and it builds on the frameworks and models discussed during the course.	The analysis in-depth and well based on the frameworks and models discussed during the course.	20%
Novelty of the solution	No solution	The solution simply repeats already established/common knowledge (e.g. SWAT analysis)	Some novelty in the solution	Novel and fairly well established solution	Deep insight and a novel solution to the real-life business problem.	25%
Back-link to theory	No back-links to the theory	The report mentions some ideas that resonate with the theory but such linkages are not elaborated.	The report mentions several ideas that resonate with the theory but such linkages are not elaborated.	The report includes some insightful back-links to the theory i.e. the used theoretical approaches are extended, modified, and/or criticized	The back-links are clear i.e. the solution challenges, revises, updates the theory.	10%
Clarity of presentation, grammar, typos etc.	'Impossible to read and understand' type of presentation	Fuzzy and/or non-logical presentation with several typos and grammar errors	Somewhat clear and logical presentation with several typos etc.	Clear and logical presentation with a few typos etc.	Clear and logical presentation with rigor grammar proofreading	10%

Schedule

Session	Date	Time	Contact session	Description
1	11.3.2022	13:15 - 16:00	Kick-off - T004	Introduction to the course and team building <ul style="list-style-type: none"> • Key theoretical and practical themes in marketing • Choosing a company • Identifying a marketing challenge • Forming groups
-	31.3.2022	-	No contact session	Deadline for groups to report on their company and case. Submit to MyCourses a few bullet points in a document identifying the company you have selected and the case definition, that is, what challenge or problem you are trying to solve? <i>See MyCourses return folder.</i>
2	20.4.2022	16:15 - 20:00	Group case presentations	Topic presentations (companies & case problem definitions, methodological approaches, project schedule)
3	27.4.2022	16:15 - 20:00	Workshop and supervision –	Group workshop (themes: applying theory, planning your data collection)
4	02.5.2022	16:15 - 20:00	Workshop and supervision – T004	Group workshop - (themes: status of data collection and analysis, initial solutions for the firm)
5	11.5.2022	16:15 - 20:00	Workshop and supervision – V001	Group workshop. Polishing ideas.
6	18.5.2022	16:15 - 20:00	Final presentations – V001	Case presentations
7	25.5.2022	16:15 - 20:00	Final presentations – V001	Case presentations