

23E99906 - CAPSTONE COURSE: MARKETING

Course format and credits

Lecture, 6 ECTS

Learning outcomes

After the course the students will (1) have a concise overview on the core knowledge of marketing; (2) be able to analyze marketing's contribution to firm-level goals and performance; (3) be able to apply their knowledge in identifying, analyzing and solving a real-life business problem, while having improved their (4) team-working skills, (5) presentation skills, and (6) project management skills. In addition, the students will have developed self-awareness of what they have learned and skills and competencies they possess facilitating their entering to the work life. In brief, the course creates closure, ensuring that learning goals of the Aalto MSc degree/program(s) have been fulfilled.

Course schedule

The course is organized in periods IV-V (8.3.-31.5.2024).

When	What	Where
Fri 8.3. at 10:15-13:45	Introduction	Ekonominaukio 1 (R038), T003
Fri 15.3. at 10:15-13:45	How to approach consulting projects	Maarintie 8 (R037), 1199 TU6
Fri 22.3. at 10:15-13:45	Case company presentations	Maarintie 8 (R037), 1199 TU6
Fri 12.4. at 10:15-13:45	Mid-term presentations (please submit your slides by Thu 11.4.)	Maarintie 8 (R037), 1199 TU6
Fri 26.4. at 10:15-13:45	Q&A with the case firms	Otakaari 1 (R001), U271 U9
Fri 3.5. at 10:15-13:45	Individual consultations: groups presenting on Fri 17.5.	Ekonominaukio 1 (R038), U113/Otto Stenroth
Fri 10.5. at 10:15-13:45	Individual consultations: groups presenting on Fri 31.5.	Ekonominaukio 1 (R038), U113/Otto Stenroth
Fri 17.5. at 10:15-13:45	Final presentations (please submit your slides by Thu 16.5.)	Ekonominaukio 1 (R038), T003
Fri 31.5. at 10:15-13:45	Final presentations (please submit your slides by Thu 30.5.)	Ekonominaukio 1 (R038), T003

Course content and workload

The students (in teams of 3-4) select a core topic in the area marketing and reflect on its contribution to performance in the broader context of the firm. Thereafter, the teams identify and get access to real-life case firms and negotiate and agree on a problem-solving project related to their selected topic (e.g., objectives, scope) with the firms. The students then prepare (1) a presentation for the firm representatives on how the problem could be solved, and (2) a case study report resembling a Harvard Business School style case study, which has (a) a clear theme within the domain of marketing, (b) a theoretical framework applied to analyze the problem, (c) a problem solving structure with a pre-problem setup and a post-problem solution, (d) clear recommendations for the firm.

Lectures	Work in class	28h
Individual support	Individual consultation	1h
	Contact with the case firm	1h
Group work	Weekly group meetings	50h
	Project work (e.g., problem solving, identification of relevant framework, preparing for team presentations, writing up the case solution)	80h
TOTAL		160h

Course grading

The course grading is based on oral and written reports on the project work, as well as in-class participation (including feedback to others). The final course grade consists of:

- 30% Final case report
- 20% Project outcome and the final presentation
- 10% Progress reflected in interim presentation
- 20% In-class participation
- 20% Feedback to others

For details on the evaluation of project work, please refer to the Capstone rubric (in a separate document).

Personnel

Responsible teacher: Johanna Frösén (Johanna.frosen@aalto.fi)