

MARKETING, SEMINAR (23160). Autumn 2025

Registration Form and Preliminary Research Plan

The course examiner is Professor of Marketing Maria Holmlund, maria.holmlund-rytkonen@hanken.fi tel. +358 40 35 21 396.

Before registering for the course, please ensure that you can attend in person a handful of times (exact times will be announced later) during both seminar weeks that take place during the exam weeks: 20-24 October and 15-19 December, possibly also the Friday before or the Monday after the first week.

All students intending to participate in the course need to attend the Course Introduction and Information Session on Tuesday, 2 September, 16-17:30, Room G226F, Arkadiankatu 28.

Deadline for uploading the registration form and research plan in PDF format to Moodle: 31 August at 12:00

Please ALSO register for the course in SISU by the same deadline

Name _____ Student ID _____

Email _____

Prerequisites: at least 5 ECTS of the 10 ECTS required methodology courses, and 20 ECTS advanced studies in the major subject.	ECTS	INDICATE BELOW WHEN YOU COMPLETED THE COURSE
Qualitative Research Methods in Business Studies	5	
Multivariate Data Analysis	5	
Research Skills (mandatory until spring 2023)	5	
Doing Relevant Research in Marketing (mandatory after spring 2023)	5	

Customer-Driven Service Strategy	5	
Digital Marketing Strategy (earlier Digital Marketing)	5	
Transformative Service Strategies: Project Course	5	
Strategic Brand Development	5	
Personal Selling	5	
Contemporary Branding	5	
Marketing Metrics and Performance Measurement	5	
Consumer Psychology	5	
Customer-Oriented Business Design	5	
Responsible Marketing	5	
Current and Managerially Relevant Research in Advertising	5	
Customer Experience Management	5	
Market Innovation	5	
Marketing across Cultures	5	
Emerging Issues and Challenges in Supply Chain Management and Social Responsibility	5	
Organizing for the Sustainable Development Goals	2	
Strategy and Sustainability	5	
Fördjupad praktik i marknadsföring I	5	
Fördjupad praktik i marknadsföring II	10	
Experiments in Marketing (earlier)	5	
Tourism and Hospitality Market Management (earlier)	5	
Literature course in Marketing (earlier)	5	
Introduction to Artificial Intelligence in Marketing (earlier)	5	

Confirm your responses to each of the following points:

☐ I have reviewed the course syllabus and materials on SISU and Moodle

- ☐ I will take part onsite in sessions of Seminar 1 and Seminar 2 (each seminar week: 20–24 October and 15–19 December, possibly also the Friday before or Monday after the first week)
- I wish to / have already started writing my thesis with _____ as my thesis supervisor. Larissa Becker, Robert Ciuchita, and/or Mekhail Mustak or all of them.

Preliminary Research Plan

THIS PART OF THE FORM IS MANDATORY AND EXTREMELY IMPORTANT TO COMPLETE. YOU SHOULD HAVE A CLEAR IDEA OF YOUR THESIS TOPIC SO THAT YOU CAN DISCUSS YOUR PLANS AND THE POINTS BELOW WITH YOUR FUTURE SUPERVISOR. UNFORTUNATELY, MOODLE DOES NOT ALLOW UPLOADS OF FILLABLE WORD DOCUMENTS ON THE COURSE PAGE.

Preferences regarding supervision/thesis

Preliminary research plan/idea

One or more themes/working titles that interest you and can serve as a starting point

Possible research questions or issues

What motivates the topic and what relevance does it have for companies, society, etc. – i.e., why should it be studied?

What kind of literature and which authors might be relevant?

What keywords might the study include?

Plans for methods and data

What is your timeline and when do you plan to complete the thesis?
