

Course plan 26.2.2026

**Doing Relevant Research in Marketing (course code 23157), period 4
2026, 5 ECTS**

SCHEDULE ON NEXT PAGES

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Date	Time	Room	Topics	Suggested reading before the lecture	Contents	To do after, before the next session
Mo March 16	10.15- 11.45	A306	Introduction to the course + Contemporary topics in marketing	Syllabus in Moodle (obligatory)	<ul style="list-style-type: none"> • Course introduction/confirmation • Overview of contemporary topics in marketing • How to identify contemporary topics and interesting ideas 	<ul style="list-style-type: none"> • Search & document contemporary topics and interesting ideas to be used for upcoming sessions and in own individual assignments • Bring notes of the ideas to the next in-class sessions
We March 18	10.15- 11.45	A306	Doing academic research in marketing	Saunders (2016) Ch. 1.3 Booth et al. Ch. 7; 8	<ul style="list-style-type: none"> • What is theory • Academic research • Evaluating research / critical and analytical thinking, AI • Peer review, journal rankings, predatory journals • Critical and analytical thinking when reading articles • Hanken thesis evaluation rubrics 	<ul style="list-style-type: none"> • Refine contemporary topics and interesting ideas for a thesis • Identify and list relevant journals and publications for your selected topic
Mo March 23	10.15- 11.45	A304	Formulating a research problem & purpose	Saunders et al. (2016) Ch. 2.2, 2.3, 2.4, 2.5, 2.6 Booth et al. Ch. 3; 4; 6.3-6.6; and for research plan also Ch. 10; 12; 14; 16; 17	<ul style="list-style-type: none"> • Formulating research questions and problems • Different kinds of purposes • Delimitations • Types of contributions 	<ul style="list-style-type: none"> • Use learnings so far and refine the research plan for your selected topic, check it in Turnitin before submitting and revise if needed and make sure you include the AI description
Mo March 23	12.30- 14	A304	Workshop: Developing your own research gap and purpose		Bring your own laptop to class to practice	<ul style="list-style-type: none"> • Use learnings so far and refine the research plan for your selected topic, check it in Turnitin before submitting and revise if needed and make sure you include the AI description

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Th March 26	12.30- 14	A408	Searching for information in library databases	Booth et al. Ch 5	Bring your own laptop to class to practice literature search <i>with Sarah Hagström, Hanken's Library</i>	<ul style="list-style-type: none"> • Re-read Hanken guidelines for referencing (https://libguides.hanken.fi/referenceguide), academic dishonesty and plagiarism and AI (https://www.hanken.fi/en/students/study-practicalities/study-regulations/action-plan-against-academic-dishonesty) • Complete the quizzes about referencing and dishonesty and plagiarism in Moodle • Re-read research data management (RDM) at Hanken, https://libguides.hanken.fi/rdm • Complete the quiz about research data management in Moodle • Use learnings and build on a research plan for your selected topic
HAND IN INDIVIDUAL ASSIGNMENT # 1 before Thursday, March 26 by 10 pm in Moodle						
COMPLETE THE THREE QUIZZES before Monday March 30 by 10 pm in Moodle						
Mo March 30	14.15- 15.45	A304	Reviewing literature & Planning the research design	Saunders et al. (2016) Ch. 3	<ul style="list-style-type: none"> • How to write a literature review • On methods • Hanken data management, online 	
We April 1	8.30- 10 10.15- 11.45 12.30- 14 14.15- 15.45 16- 17.30	8.30 G226F 10.15 G226F 12.30 G226F 14.15 G226F 16 G226F	Assignment # 1 session 8.30 Svenska 10.15 Svenska 12.30 English 14.15 English 16 English		In-class presentations and discussions on submitted assignments. Peer and teacher feedback.	

HAND IN QUALITATIVE THESIS PAIR ASSIGNMENT before Thursday, April 9 10 pm in Moodle						
Mo April 13	8.30-10 10.15-11.45 12.30-14 14.15-15.45	8.30 G226F 10.15 G226F 12.30 G226F 14.15 G226F	Qual thesis assignment session 8.30 Svenska 10.15 English 12.30 English 14.15 English		In-class presentations and discussions on submitted assignments. Peer and teacher feedback.	<ul style="list-style-type: none"> Use learnings and build on a research plan for your selected topic
HAND IN QUANTITATIVE THESIS PAIR ASSIGNMENT before Monday, April 20 by 10 pm in Moodle						
HAND IN INDIVIDUAL ASSIGNMENT # 2 before Tuesday, April 28 by 10 pm in Moodle						
Mo April 27	8.30-10 10.15-11.45 14.15-15.45 16-17.30	8.30 G226F 10.15 G226F - 14.15 G226F 16 G226F	Quant thesis assignment session 8.30 Svenska 10.15 English 14.15 English 16 English		In-class presentations and discussions on submitted assignments. Peer and teacher feedback.	
Mo May 4	8.30-10 10.15-11.45	8.30 G226F	Feedback on assignment # 2 session & Course conclusion		In-class presentations and discussions on submitted assignments. Peer and teacher feedback.	

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	12.30-14 14.15-15.45 16-17:30	10.15 G226F 12.30 G226F 14.15 G226F 16 G226F	8.30 Svenska 10.15 Svenska 12.30 English 14.15 English 16 English				
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