

## **MARKETING, SEMINAR (23160). Spring 2026 Registration Form and Preliminary Research Plan**

The course examiner is Professor of Marketing Maria Holmlund, [maria.holmlund-rytkonen@hanken.fi](mailto: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: March 9-13 and May 11-15, 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 Monday, 19, 10:15-11.45 in room A 403.**

**Deadline for uploading the registration form and research plan in PDF format to Moodle: January 18 at 12:00**

**Please ALSO register for the course in SISU before SISU deadline closes**

**Name** \_\_\_\_\_ **Student ID** \_\_\_\_\_

**Email** \_\_\_\_\_

<b>Prerequisites: at least 5 ECTS of the 10 ECTS required methodology courses, and 20 ECTS advanced studies in the major subject.</b>	<b>ECTS</b>	<b>INDICATE BELOW WHEN YOU COMPLETED THE COURSE</b>
Qualitative Research Methods in Business Studies	5	
Multivariate Data Analysis	5	
Research Methods in Marketing	10	

Research Skills (mandatory until spring 2023)	5	
Doing Relevant Research in Marketing (mandatory after spring 2023)	5	

Consumer Psychology	5	
Current and Managerially Relevant Research in Advertising	5	
Customer Experience Management	5	
Customer-Driven Service Strategy	5	
Digital Marketing Strategy (earlier Digital Marketing)	5	
Emerging Issues and Challenges in Supply Chain Management and Social Responsibility	5	
Market Innovation	5	
Marketing across Cultures	5	
Marketing Metrics and Performance Measurement	5	
Organizing for the Sustainable Development Goals	5	
Responsible Marketing	5	
Strategy and Sustainability	5	
Strategic Brand Development	5	
Strategic Sales Management	5	
Transformative Service Strategies: Project Course	5	
Fördjupad praktik i marknadsföring I/Internship in marketing	5	
Fördjupad praktik i marknadsföring II/ Internship in marketing	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	
Contemporary Branding (earlier)	5	
Marketing Metrics and Performance Measurement (earlier)	5	
Personal Selling (earlier)	5	
Customer-Oriented Business Design (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: 9-13.3 and 11-15.5, 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, Mekhail Mustak, and/or Jenni Sipilä 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.**

*Preliminary research plan/idea*

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

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*Possible research questions or issues*

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

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*What kind of literature and which authors might be relevant?*

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*What keywords might the study include?*

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*Plans for methods and data*

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

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