

WELCOME

TO THE MASTER'S PROGRAM IN MARKETING



I'M ANASTASIA, YOUR PROGRAM DIRECTOR!

BACKGROUND:

- **BSC - BUSINESS ADMINISTRATION AND MANAGEMENT**
- **MSC - MARKETING MANAGEMENT**
- **PHD - MARKETING**

RESEARCH FIELDS: SERVICE MARKETING- TECHNOLOGY-CREATIVE INDUSTRIES

**I AM HERE TO GUIDE AND SUPPORT YOU THROUGH YOUR JOURNEY IN THE MASTER'S
IN MARKETING PROGRAM.**

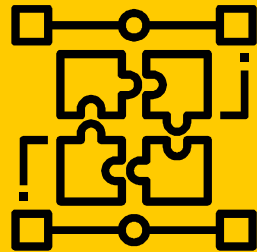
Email: anastasia.nanni@aalto.fi

MARKETING DEPARTMENT



OUR EXPERTISE

**STRATEGIC
MARKETING**



**CONSUMER CULTURE
THEORY (CCT)**



**RETAIL
AND SALES**



**SERVICES
MARKETING**





Rank	University	Articles	Score	Country
1	Aalto University (Helsinki School of Economics and Business Administration)	12	5.47	Finland
2	BI Norwegian Business School (School of Management)	9	2.33	Norway
3	University of Southern Denmark / Southern Denmark University (Faculty of Business and Social Sciences)	7	2.17	Denmark
4	Copenhagen Business School (School of Business)	6	1.60	Denmark
5	Stockholm School of Economics (SSE)	4	1.37	Sweden
6	Aarhus University / Aarhus Universitet (School of Business and Social Sciences)	2	1.33	Denmark
7	Hanken School of Economics (Business School)	4	1.08	Finland
8	University of Southern Denmark	1	1.00	Denmark
9	University of Stavanger	3	0.83	Norway
10	Stockholm University (Stockholm Business School)	1	0.67	Sweden
10	Tampere University (School of Management)	1	0.67	Finland
12	Norwegian School of Economics (NHH) (Economics and Business Administration)	1	0.50	Norway
12	University of Vaasa (Faculty of Business Studies)	1	0.50	Finland
12	Buskerud and Vestfold University College	1	0.50	Norway
15	University of Gothenburg (School of Business, Economics and Law)	1	0.33	Sweden
16	Karlstad University (Division of Business and Economics / Business School)	1	0.25	Sweden
17	Jonkoping University (Jonkoping International Business School)	1	0.17	Sweden

UT DALLAS RANKING BY TOP MARKETING JOURNAL 2014-2024- NORDICS COUNTRIES

AALTO BIZ DEPARTMENT OF MARKETING IS #1 IN THE NORDICS

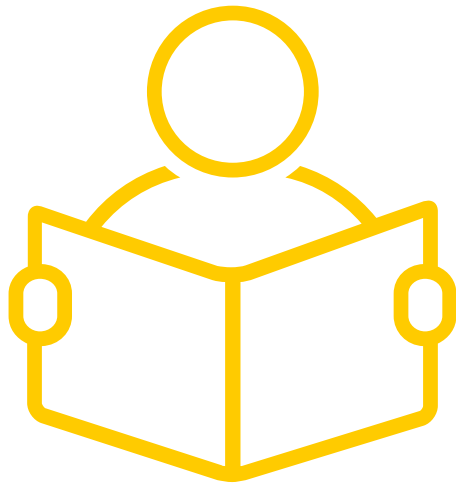




FACULTY INTRODUCTIONS

**ACADEMIC BACKGROUND AND
AREAS OF EXPERTISE.**

YOUR TURN



- Academic background
- Preferred area of marketing
- Marketing Career
- Expectation about the program

MASTER'S PROGRAMME IN MARKETING

You will be able to:

DEVELOP ACTIONABLE CONSUMER AND MARKET INSIGHTS

**IDENTIFY, ANALYZE AND VISUALIZE SOURCES OF MARKET
ADVANTAGE FOR COMPANIES**

**INTERPRET TECHNOLOGICAL CHANGE AND INNOVATION IN A
VOCABULARY THAT IS MORE HUMANE AND ACTIONABLE**

**CROSS-POLLINATE CONCEPTS AND METHODOLOGIES FROM
MARKETING ACADEMIA TO MARKETING PRACTICE**

**TRAIN YOUR CREATIVE AND PROBLEM-SOLVING CAPABILITIES
AND GROW AS A CRITICAL THINKER**

**INNOVATIVE AND CRITICAL
THINKING**

REAL-WORLD APPLICATION

ALIGNMENT WITH MARKET NEEDS

THE MOST IN-DEMAND JOB SKILLS GLOBALLY

- 1. Analytical Thinking and Innovation**
- 2. Active Learning and Learning Strategies**
- 3. Complex Problem-Solving**
- 4. Critical Thinking and Analysis**
- 5. Creativity, Originality, and Initiative**
- 6. Leadership and Social Influence**
- 7. Technology Use, Monitoring, and Control**
- 8. Resilience, Stress Tolerance, and Flexibility**
- 9. Reasoning, Problem-Solving, and Ideation**
- 10. Emotional Intelligence**

ALIGNING LEARNING OUTCOMES WITH JOB MARKET DEMANDS

You will be able to:

DEVELOP ACTIONABLE CONSUMER AND MARKET INSIGHTS

IDENTIFY, ANALYZE AND VISUALIZE SOURCES OF MARKET ADVANTAGE FOR COMPANIES

INTERPRET TECHNOLOGICAL CHANGE AND INNOVATION IN A VOCABULARY THAT IS MORE HUMANE AND ACTIONABLE

CROSS-POLLINATE CONCEPTS AND METHODOLOGIES FROM MARKETING ACADEMIA TO MARKETING PRACTICE

TRAIN YOUR CREATIVE AND PROBLEM-SOLVING CAPABILITIES AND GROW AS A CRITICAL THINKER

Analytical Thinking and Innovation

Creativity, Originality, and Initiative

Critical Thinking and Analysis

Complex Problem-Solving

ALIGNING LEARNING OUTCOMES WITH JOB MARKET DEMANDS

You will be able to:

DEVELOP ACTIONABLE CONSUMER AND MARKET INSIGHTS

IDENTIFY, ANALYZE AND VISUALIZE SOURCES OF MARKET ADVANTAGE FOR COMPANIES

INTERPRET TECHNOLOGICAL CHANGE AND INNOVATION IN A VOCABULARY THAT IS MORE HUMANE AND ACTIONABLE

CROSS-POLLINATE CONCEPTS AND METHODOLOGIES FROM MARKETING ACADEMIA TO MARKETING PRACTICE

TRAIN YOUR CREATIVE AND PROBLEM-SOLVING CAPABILITIES AND GROW AS A CRITICAL THINKER

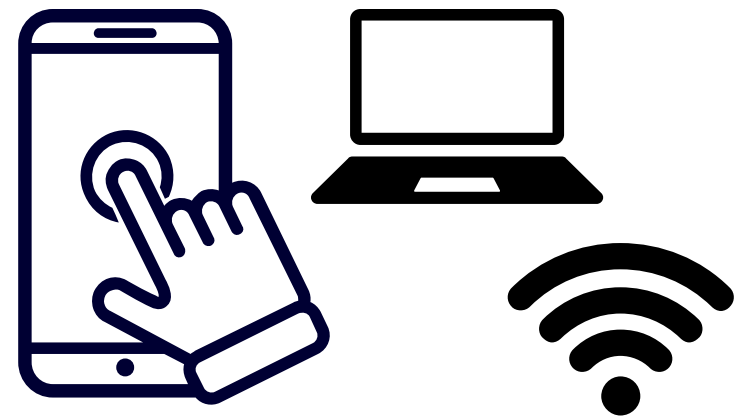
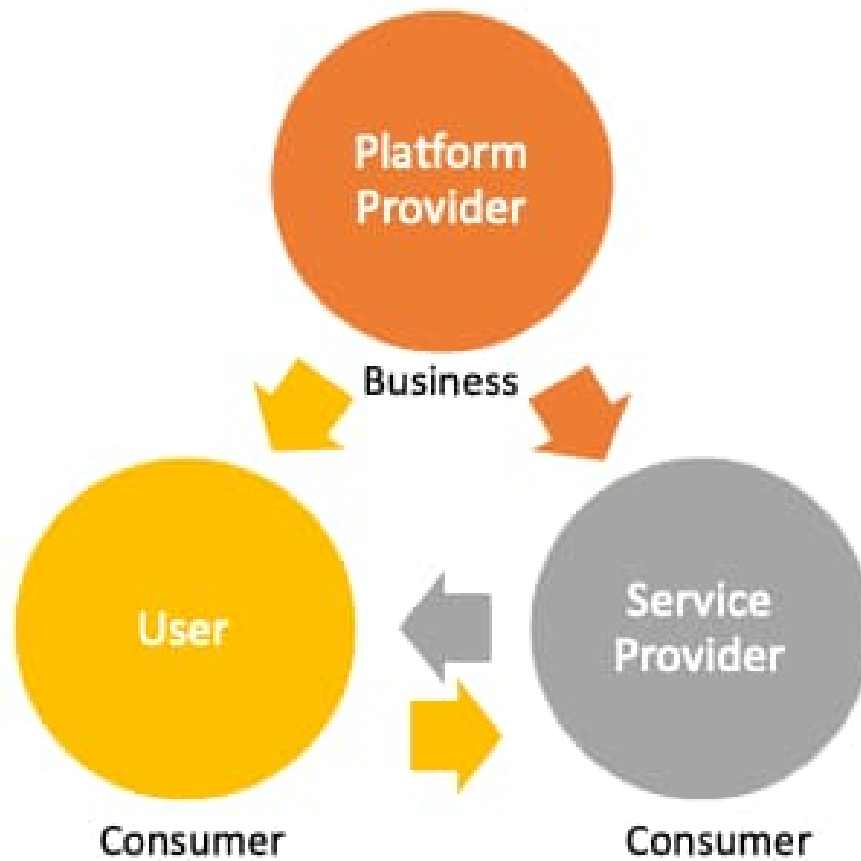
Analytical Thinking and Innovation

Creativity, Originality, and Initiative

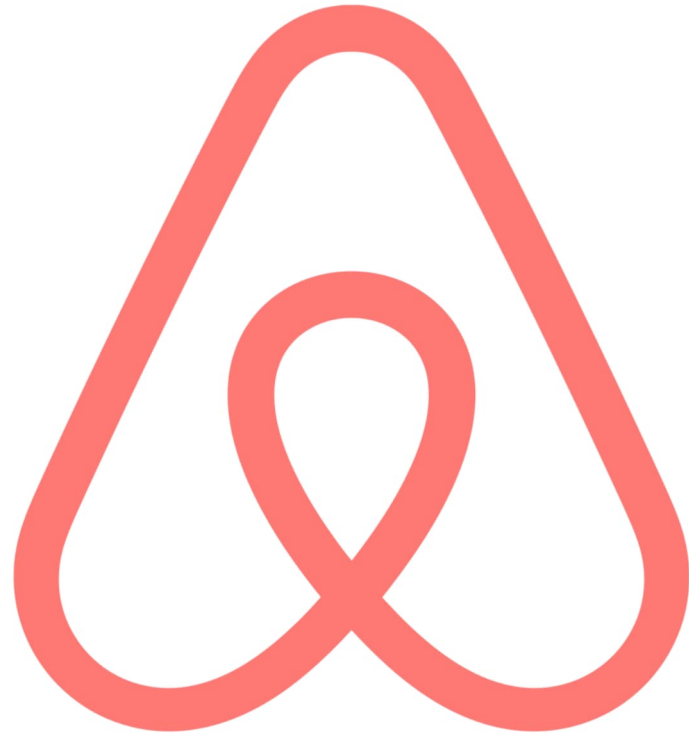
Critical Thinking and Analysis

Complex Problem-Solving

SHARING ECONOMY

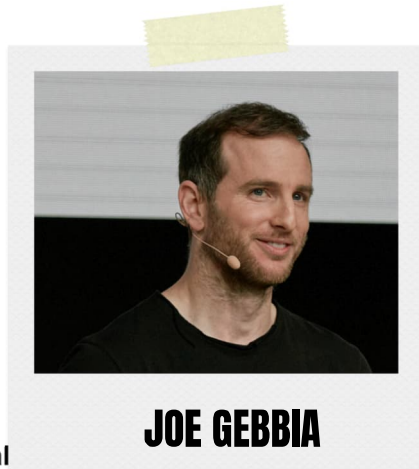
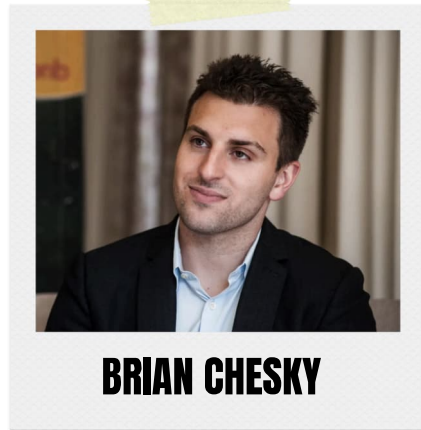


DIGITAL TECHNOLOGIES



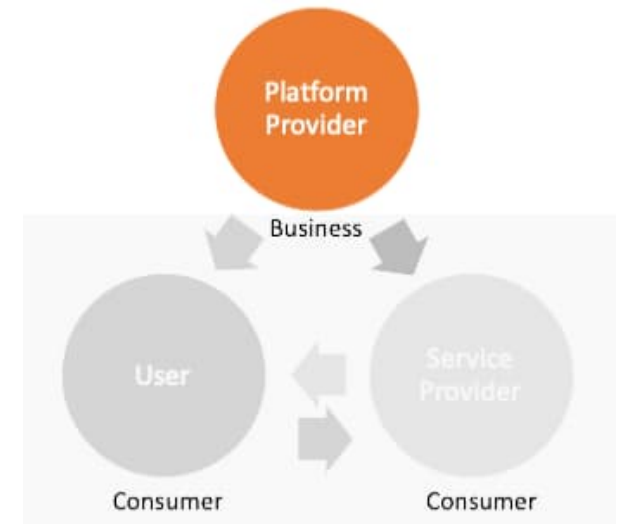
airbnb



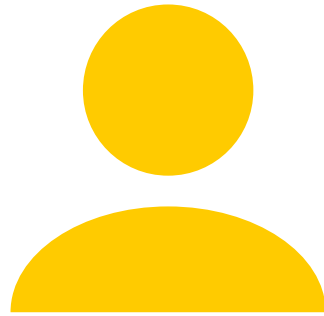


THE IDEA

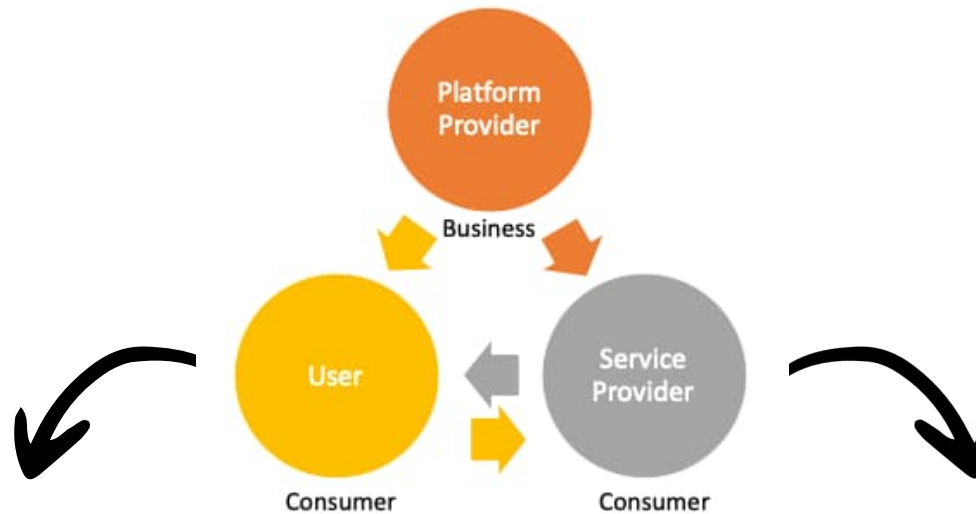
2007



“The Worst Idea that Ever Worked”



- **VARIETY**
- **ACCESSIBILITY**
- **COST-EFFECTIVE
OPTIONS**
- **LOCAL EXPERIENCE**



- **MONETIZE ASSETS**
- **ACCESS TO
CONSUMERS**
- **SIMPLIFIED HOSTING
PROCESS**
- **REDUCED
ADMINISTRATIVE
BURDEN**

EVERYTHING IS WONDERFUL!

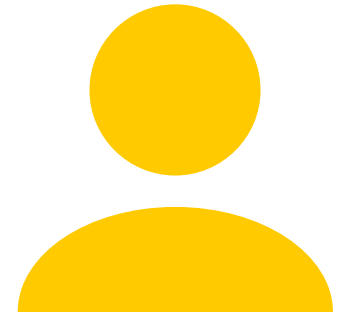


ISN'T IT?

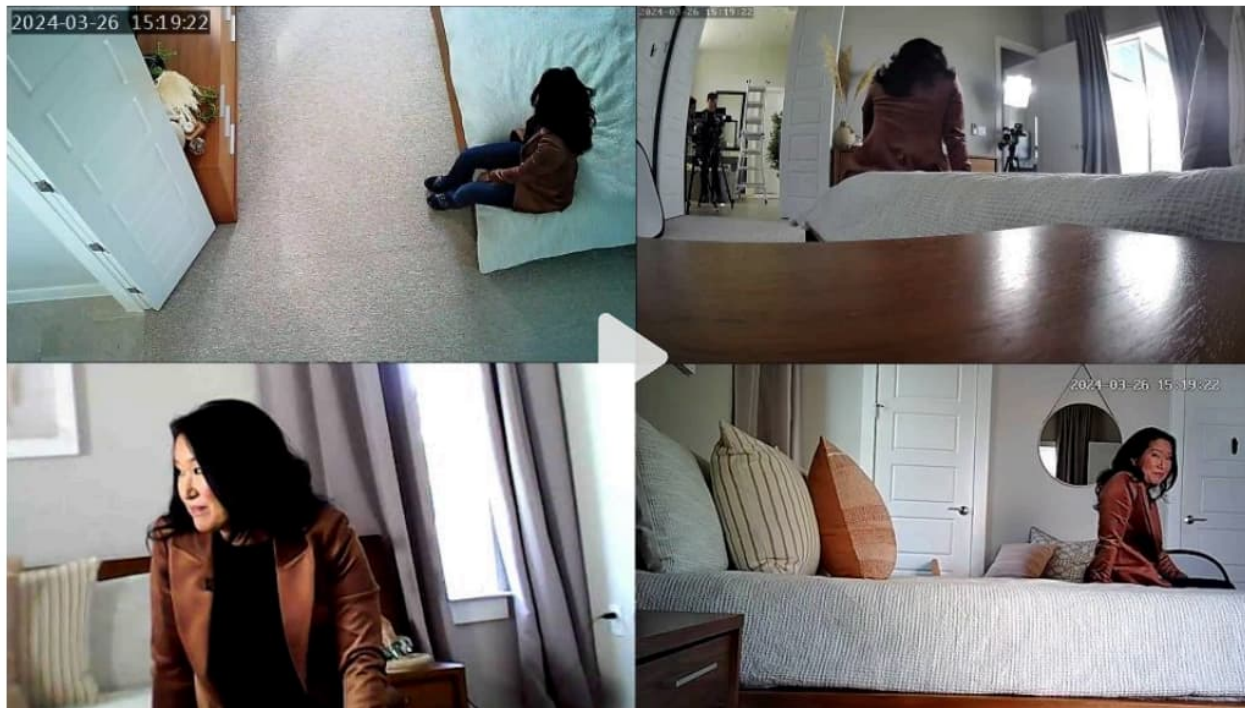
Takeaways from CNN's Investigation: How Airbnb fails to protect its guests from hidden cameras



By Isabelle Chapman, Majlie de Puy Kamp and Audrey Ash, CNN
🕒 4 minute read · Published 12:35 AM EDT, Wed July 10, 2024



GUEST



☐ Video Ad Feedback

'So creepy': Inside CNN's investigation of Airbnb's hidden camera problem

05:45 - Source: [CNN](#)



The recent CNN investigation revealed significant concerns about the use of

hidden cameras

in Airbnb properties, highlighting serious privacy issues for guests. The investigation found that Airbnb has dealt with over

35,000 customer service tickets

related to surveillance devices since 2013.



The Issue

Some Airbnb hosts have secretly recorded guests with hidden cameras, capturing them in private moments.

Airbnb's Response

While Airbnb acknowledges the problem, it claims such cases are rare and takes action by removing violating hosts. However, the company has used confidentiality agreements to downplay the issue.

Lack of Transparency

Airbnb does not consistently report incidents to law enforcement, potentially hindering investigations. The company has also resisted stronger regulations

Victim Impact

Guests recorded without consent suffer long-term trauma and fear that their images might be shared online.



BEFORE



AFTER



The party and the damage

Over Christmas, Luciano Dinulescu—who regularly uses Airbnb as a guest—decided to give the other side of the business a try and list his one-bedroom London apartment on the site.

“What I thought would be a no fret two-night hosting turned into a rave party with over 200 hooligans completely destroying my flat,” Dinulescu told the Observer. “They barricaded themselves inside with 14 police officers being unable to get them out until morning.”

INCIDENT

Luciano Dinulescu's London apartment was ruined after guests hosted a massive drug-fueled party, causing £6,400 in damages. The party involved over 200 people and led to significant structural damage.

After the destruction of his apartment, Dinulescu immediately filed a claim and 34 pages of photos and reports detailing the damages, which came to a total cost of around £6,400 (about \$8,000). After two months, he finally heard from a representative, Peter, who asked him to submit a claim and evidence. Dinulescu had already done this—a fact that didn't seem to get across to Peter and caused the two to go back and forth with several more frustrating emails over the course of about two weeks. Here's their first

Peter responded, advising Dinulescu to keep the conversation professional and saying the decision to refund £1,403 for the carpet cleaning and repair of the wall is final. This time, he said the offer would be rescinded after 24 hours.

In trying to get a fair reimbursement, Dinulescu called to try to get a new case manager. He was told the case had been closed.

"I felt like it was bullying to accept that offer which is so far from what I spent to fix the apartment," he told the Observer. "And when I didn't accept it, they closed the case."

AIRBNB RESPONSE

Despite providing detailed evidence, Dinulescu faced long delays and was pressured to accept a partial reimbursement of £1,403 only if he signed an NDA. After media exposure, Airbnb dropped the NDA requirement and worked to resolve the claim.

OUTCOME

The case highlights issues in Airbnb's damage resolution process and the challenges hosts may face.



SOCIETY

Adams Administration Makes Urgent Call for Albany Lawmakers to Give the City New Tools to Create Badly Needed Affordable Homes

New York is breaking free of Airbnb's clutches. This is how the rest of the world can follow suit

Anna Minton

The company is calling it a 'de facto' ban - and it could reshape the housing market in residents' favour



📍 New York City has brought in tough new restrictions on Airbnb. Photograph: Alexander Spatari/Getty Images

FINANCIAL TIMES

My Account

[HOME](#)
[WORLD](#)
[US](#)
[COMPANIES](#)
[TECH](#)
[MARKETS](#)
[CLIMATE](#)
[OPINION](#)
[LEX](#)
[WORK & CAREERS](#)
[LIFE & ARTS](#)
[HTSI](#)

[FT Digital Edition](#)
[Portfolio](#)
[myFT](#)

Opinion **The FT View**

Barcelona and the Airbnb backlash

Policies restricting short-term tourism rentals should be carefully calibrated

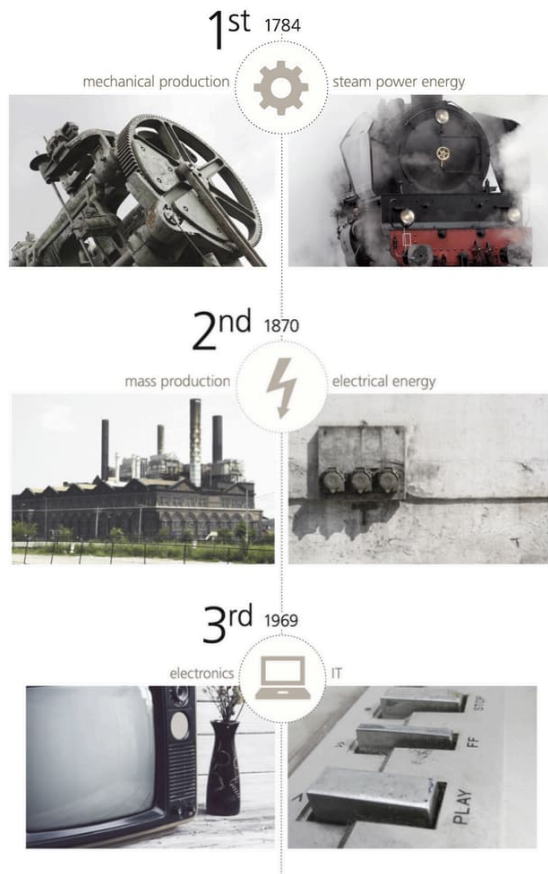
THE EDITORIAL BOARD [+ Add to myFT](#)

The backlash against tourism in cities such as Barcelona has coincided with increasing numbers of short-term rentals amid an affordable housing shortage © Paco Freire/SOPA Images/Getty images

The editorial board JULY 12 2024

156

WHAT'S NEXT?



PROGRAMME

90 credits

Capstone course 6cr

23E99906 Capstone-course: Marketing (Department of Marketing)
or **37E01500** Capstone: Project Management and Consulting Practice (Department of ISM)

Research Methods 6 cr

23E80101 Qualitative Business Research Methods
or **23E80102** Quantitative Business Research Methods

QUALITATIVE BUSINESS RESEARCH METHODS



**ILONA
MIKKONEN**

**TATSIANA
PADHAISKAYA**





**SAMI
KAJALO**

QUANTITATIVE BUSINESS RESEARCH METHODS

PROGRAMME

90 credits

Three key domains of study. Student should complete at least two courses from each domain. 36 cr

Customers & Market Insight domain

23E28000 Consumer Culture

23E48000 Consumer Psychology

MARK-E0050 Marketing & Society

MARK-E0058 Sociology of Consumption and Fashion

Technology & Analytics domain

MARK-E0047 Digital Marketing Communications

MARK-E1047 Digital Marketing: Technological Innovation in Service

MARK-E0046 Digitalization of Markets and Consumption

MARK-E0080 Data-Driven Marketing

Strategy domain

23E21050 Marketing, Strategy and Firm Performance

23E21555 Strategy and Marketing from a Business History Perspective

23E25000 Kaupan liiketoimintamallit ja markkinointi

MARK-E0025 Strategic Retail Management and Marketing

MARK-E0521 Grand Strategy: Concept, History, Applications

23E57000 Fashion Marketing

23E24000 Brand Management

CONSUMER AND MARKET INSIGHT DOMAIN

23E28000 Consumer Culture

23E48000 Consumer Psychology

**MARK-E0058 Sociology of Consumption
and Fashion**

MARK-E0050 Marketing & Society

TECHNOLOGY & ANALYTICS DOMAIN

**MARK-E0047 Digital Marketing
Communications**

**MARK-E1047 Digital Marketing:
Technological Innovation in Service**

**MARK-E1047 Digital Marketing:
Technological Innovation in Service**

**MARK-E0046 Digitalization of Markets
and Consumption**

MARK-E0080 Data-Driven Marketing

STRATEGY DOMAIN

**23E21555 Strategy and Marketing from a
Business History Perspective**

**MARK-E0521 Grand Strategy: Concept,
History, Applications**

**23E25000 Kaupan liiketoimintamallit
ja markkinointi**

**MARK-E0025 Strategic Retail
Management and Marketing**

23E57000 Fashion Marketing

23E24000 Brand Management

**23E21050 Marketing, Strategy and Firm
Performance**

PROGRAMME

90 credits

Master's Thesis and Master's Thesis Seminar 30 + 6 cr

MARK.thes Master's Thesis

MARK-E9915 Master's Thesis Seminar

23E99903 Maturity Test

Specialising electives 0-6 cr

MSc course in Marketing (course code starts with 23 or MARK)

MSc course from other discipline (only from the list at Programme structure)

ELECTIVE STUDIES

30 credits

**TATIANA
PENTTINEN**
**PROGRAMME PLANNING
OFFICE**



SOME TIPS FOR ELECTIVE STUDIES

- **Talk with teachers and fellow students about options, but make decisions on basis of your own preferences.**
- **Can be completed at any University, at any level - BSc, MSc, PhD, Basics, MOOCs (with some limitations)**
- **Transferred credits require available space in your degree and cannot be removed later.**
- **Work experience can be included as an internship to elective studies (max 6 ECTS).**

DOUBLE DEGREE!



UNIVERSITY
OF COLOGNE



- **Students of MSc Programme in Marketing can apply for the double degree at University of Cologne**
- **The application period for double degree programs is in September**



AALTO MARKETING SOCIETY

...OR AMS AMONG
FRIENDS

WHAT IS AMS?

- THE SUBJECT ASSOCIATION FOR MARKETING STUDENTS AT AALTO UNIVERSITY
 - OVER 500 MEMBERS
- BRINGS TOGETHER MARKETING STUDENTS, ALUMNI AND COMPANIES OF THE FIELD
- A LINK BETWEEN THE STUDENTS AND THE MARKETING DEPARTMENT



WORK AND CAREER

COMPANY EXCURSIONS

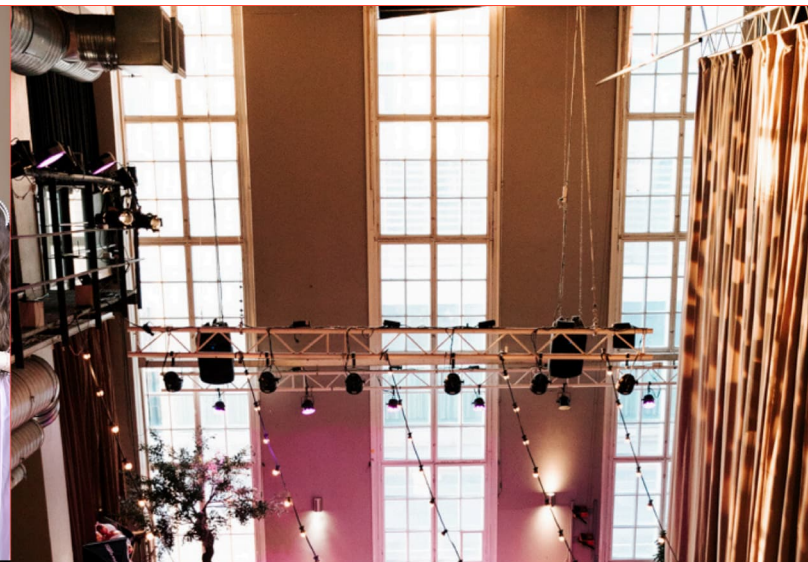
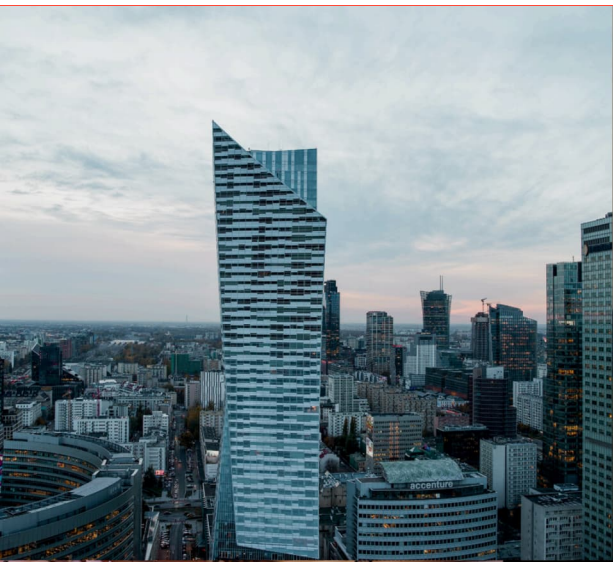
AFTER WORKS

EXCURSION ABROAD

COMMUNITY

**AMS JAMS JA MARK -
ANNUAL BALL**

**GET TOGETHERS AND
AFTER EXAMS
INTERDISCIPLINARY
EVENTS**



AMSEVENTS

SIIRI — CHAIR OF THE BOARD
VILLE — VICE CHAIR
OLIVER— TREASURER
TARA — COMMUNITY
EELIS — ALUMNI RELATIONS
JASMIN — ACADEMIC
AFFAIRS
ROOSA — AD & BRAND
MANAGER
LOVIISA — MASTER OF
CEREMONIES
ALISA & AATU — CORPORATE
RELATIONS
JUULIA & SUVI —
COMMUNICATIONS



JOIN AMS AND THE TELEGRAM CHATS



JOIN AMS



MARKETING MASTERS '25

FOLLOW US ON SOCIAL MEDIA



@AALTOMARKETINGSOCIETY



AALTOMARKETINGSOCIETY.COM



**AALTO MARKETING SOCIETY
@AALTOMARKETING**



AALTO MARKETING SOCIETY

HEY YOU!



**TODAY AT 18.00
MASTER'S GET
TOGETHER
@ATLANTINKATU SAUNA**

**FRIDAY 13.9
AMS JAMS @ SAHA**

STAY TUNED

QUESTIONS?!?

ABOUT AMS, MARKETING STUDIES,
EXPERIENCES...







**LET'S HAVE SOMETHING
TO EAT AND DRINK, AND
GET TO KNOW EACH
OTHER BETTER!**