

# Master's in Sustainable Marketing

Sustainable Marketing is a two-year international master's programme offered by the accredited Oulu Business School. The programme emphasises sustainability perspective within the core themes of marketing, such as branding, digital marketing, business-to-business marketing, service management, procurement and logistics, selling and consumer behavior.



## Sustainable Marketing, Master's programme in Marketing

### Degree title

Master of Science (Economics and Business Administration)

### Study places

20

### Duration of studies

2 years

### Scope

120 credits

Teaching method

On campus

Next application period

3-17 January 2024

## Programme profile

### Top reasons to study Sustainable Marketing

Sustainability and responsibility are cross-cutting themes in all courses, and teaching is based on high-quality research.

Studies offer a comprehensive understanding of the role of marketing in advancing environmental, social, and economic aspects of sustainable development in the renewing and fast changing business environment.

You get to widely develop your marketing expertise in its key areas such as branding, digital marketing, business-to-business marketing, and service management in close collaboration with companies, especially startups.

Programme prepares you well for diverse marketing positions that require creativity, understanding of people and development of more responsible business practices.

An internationally comparable degree in Economics and Business Administration from an AACSB accredited business school enables you to apply for work within the EU and globally.

<https://opintopolku.fi/konfo/en/toteutus/1.2.246.562.17.00000000000000001402>


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**Become a marketer with sustainability expertise**

At the [Oulu Business School \(/en/university/faculties-and-units/oulu-business-school\)](https://en.university/faculties-and-units/oulu-business-school), the main focus in marketing education and research is on branding, digital business, relationships and networks between companies, service marketing, procurement and logistics, selling and consumer behavior.

Sustainable Marketing master's programme emphasises ethical and sustainable perspectives on business and offers a comprehensive understanding of the environmental, social and economic aspects of sustainable development in an interconnected world.

Students develop not only their professional capabilities but also their abilities in applying scientific knowledge to the practice of marketing. Graduates are therefore well-equipped to apply for positions in the business life as well as continue their academic careers.



“My studies include an in-depth look into servitisation, strategic marketing practice, organizational buying behavior, consumer behavior, supply chain management, and digital marketing within global markets. Thus, when I graduate, I will master a combination of relevant skills in the latest marketing knowledge, practices and technologies.” – Amiira

## Core skills and competence

Students will gain a deep understanding of customer value and relevant marketing processes across organisations and individuals, specifically in growth venture and start-up company contexts.

After completing their master's degree in Sustainable Marketing students are able to produce novel marketing knowledge for the needs of businesses and organisations, manage marketing operations, apply marketing concepts, set goals and communicate using a conceptual mindset.

During their studies the students will develop their communication, leadership and team-working skills in an international study environment. Teaching in the marketing programme is based on internationally recognised, high-quality research and is carried out in close cooperation with the business community.

## Programme structure and courses

[See the study guide for Sustainable Marketing programme, structure and courses \(https://opas.peppi.oulu.fi/en/programme/40384?period=2024-2025\)](https://opas.peppi.oulu.fi/en/programme/40384?period=2024-2025)

## Admissions criteria

Read about eligibility and admissions procedure for this programme, detailed information available at Studyinfo.

[https://opintopolku.fi/konfo/en/hakukohde/1.2.246.562.20.000000000000000036781/valintaperuste\)](https://opintopolku.fi/konfo/en/hakukohde/1.2.246.562.20.000000000000000036781/valintaperuste)