

# **‘Model Marketing’**

15 March 2010, University of Helsinki, 10-16  
Venue: Minerva, K114, Siltavuorenpenger 20R, ground floor

## **PROGRAMME**

- 10.15                    **PAULI KETTUNEN** (University of Helsinki): Welcome
- 10.30                    **CARL MARKLUND** (University of Helsinki): Methods and Models in Marketing Policy Alternatives; Sweden as an Admired Model and as a Warning Example
- 11.15                    **NIKOLAS GLOVER** (Stockholm University): Enlightenment and culture in the work of the Swedish Institute
- 12.00                    Lunch
- 13.00                    **KIRSI MÄKI** (University of Helsinki): Finland – a model country for gender equality. Case study of 1906 universal suffrage
- 13.45                    **KLAUS PETERSEN** (University of Southern Denmark, Odense): Welfairytals. Reflections on Danish Welfare State Branding c. 1930-1970
- 14.30                    Coffee
- 15.00                    **TERO ERKKILÄ** (University of Helsinki): ‘Nordic Openness’ as a model
- 15.45                    End of the seminar

The seminar is organized by the Nordic Centre of Excellence: The Nordic Welfare State – Historical Foundations and Future Challenges, **NORDWEL**.

The seminar is open to all interested, please register to [heidi.haggren@helsinki.fi](mailto:heidi.haggren@helsinki.fi) by 12 March 2010.