

Implementation plan Finished

Study unit	Commercialisation of Products and Services (00308), 15.0
Implementation	HBA0923: 2/2009-2010 (04.01.2010 - 18.06.2010)
Type	INNOVATIVE BUSINESS MODELS (102)
Groups	Primary: HBA09SN Others :
Involved in the project	
Lecturers	Kaija Koivusalo, Mervi Saarela, Erkki Schalin, Lassi Tissari
Number of participants	Minimum: Maximum:
Enrolment period	30.11.2009 08:00 - 06.12.2009
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Saarela Mervi (Teacher in charge), Koivusalo Kaija (Other teacher), Schalin Erkki (Other teacher), Tissari Lassi (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Project/venture/R&D, Web/virtual Language: English Virtuality: 3 cr Integration of R&D: 15 cr
Implementation class	
Focus areas	
Evaluation at the latest	18.07.2010 Storing of graded material ends.: 18.06.2011
Exam days	
Having completed the study unit the student is able to	• research and analyse customers and markets • develop financially profitable, innovative and customer-driven products and services • master cost accounting and pricing • market and sell products and services • understand the cultural impact of marketing • establish and develop customer relationships • protect the product against competitors
Previous studies	
Generic competences	innovaatio-osaamisen kuvaus
Learning objectives	The competence gained in the study unit is the ability to develop and design profitable products and services and to market and sell the innovations. Competence is based on researching customer needs and market situations and on understanding the importance of the customer and the market.
Contents	• innovation process and innovation systems • product/service development process • marketing products and services in B-to-B and B-to-C markets

Implementation plan Finished

	• cultural factors affecting marketing • establishing and developing customer relationships • design and commercialisation • distribution channels • cost accounting and pricing
Study material	TitleMarketing management / Philip Kotler, Kevin Lane Keller. Authors Kotler, Philip and Keller, Kevin Lane ISBN Edition 12th or 13th ed. Type Exam Part Chapter 20 Introducing new Market Offerings CommentsThis material is for the product/service development exam (assessment approved/not approved)Company cases, marketing insights and marketing spotlights are not included in exam area. TitleMarketing management / Philip Kotler, Kevin Lane Keller. AuthorsKotler, Philip and Keller, Kevin Lane ISBN Edition12th or 13th ed. TypeExam PartChapters 1, 8, 12 (371-381), 13 (401-426), 17 CommentsThis material is for the marketing exam (30% of the total grade of the study unit). 1 Defining Marketing for the 21st Century 8 Identifying Market Segments and Targets 12 Setting Product Strategy (pages 371-381) 13 Designing and Managing Services (pages 401-426) 17 Designing and Managing Integrated Marketing Communications Company cases, marketing insights and marketing spotlights are not included in exam

Implementation plan Finished

	area.
Evaluation criteria and methods	Product development project, team work, 70%, all tutors (Schalin, Koivusalo, Saarela, Tissari) Marketing exam, individual work, 30%, Saarela Cost accounting exercises, individual work, approved/not approved, Koivusalo Product development process and innovation classes, team work, compulsory attendance, approved/not approved, Tissari Product development process (product and service) exam, individual work, approved/not approved, Saarela and Tissari Marketing research (part of the service development process), survey, team work, approved/not approved, Schalin
Other arrangements	Re exam dates for the Product development/Service development exam: 25.3.2010 and 6.5.2010 Re exam dates for the Marketing exam: 10.6.2010 and 16.9.2010