

Implementation plan Finished

Study unit	Service Marketing and Selling (01037), 5.0
Implementation	HYA1221: 2/2012-2013 (07.01.2013 - 21.06.2013)
Type	VALUE CREATING COMPETENCES (0318)
Groups	Primary: HYA212SJ Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	26.11.2012 08:00 - 02.12.2012
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Kaarti Virpi (Teacher in charge), Martola Anne (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: 1 cr Integration of R&D: 3 cr
Implementation class	
Focus areas	
Evaluation at the latest	21.07.2013 Storing of graded material ends.: 21.06.2014
Exam days	
Having completed the study unit the student is able to	• understand the evolution of services marketing thought • understand the strategic approach in service marketing • establish, maintain and develop customer relationships • conceptualize and sell services
Previous studies	
Other arrangements	Contact days Fri 15.3., Fri 3.5. and Thu 30.5. at 9-17.

Learning events

Date	o'clock/at h		Subject	Content	Status	Teachers
15.03.2013	9-17	8				Virpi Kaarti, Anne Martola
03.05.2013	9-17	8				Virpi Kaarti, Anne Martola
30.05.2013	9-17	8				Virpi Kaarti, Anne Martola