

Implementation plan Finished

Study unit	Service Marketing and Selling (01037), 5.0
Implementation	HYA1321: 2/2013-2014 (07.01.2014 - 20.06.2014)
Type	VALUE CREATING COMPETENCES (0318)
Groups	Primary: HYA213SJ Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	02.12.2013 08:00 - 08.12.2013
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: Yes Suitable for virtual UAS: No
Teachers	Kaarti Virpi (Teacher in charge), Aurela Birgit (Other teacher), 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	Service business
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 17.1., 7.3. and 9.5. at 9-17.

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
17.01.2014	9-17		Introduction • study unit, • service marketing, • service selling The Evolution of Marketing Thinking		Birgit Aurela, Virpi Kaarti
07.03.2014	9-17		Service selling		Birgit Aurela, Virpi Kaarti
09.05.2014	9-17		Visiting lecturerCase studies		Birgit Aurela, Virpi Kaarti