

Implementation plan Finished

Study unit	Neuromarketing (01453), 5.0
Implementation	CCA1622: 2/2016-2017 (15.05.2017 - 31.08.2017)
Type	CUSTOMER KNOWLEDGE AS THE DRIVER OF MARKETING (0387)
Groups	Primary: CCA16SY Others :
Involved in the project	
Lecturers	Jyrki Suomala, Jarmo Heinonen
Number of participants	Minimum: Maximum:
Enrolment period	15.03.2017 08:00 - 18.04.2017
Main timing for implementation	According to a schedule agreed by the parties
Applicability	For exchange students: No For elective studies: Yes Open UAS student: No Suitable for virtual UAS: No
Teachers	Heinonen Jarmo (Teacher in charge), Suomala Jyrki (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Other method of implementation Language: English Virtuality: 0 cr Integration of R&D: 0 cr
Implementation class	LbD supporting knowledge and skills development
Focus areas	No connection to focus areas
Evaluation at the latest	20.07.2017 Storing of graded material ends.: 20.06.2018
Exam days	
Having completed the study unit the student is able to	The student is able to: •apply the knowledge of neuroscience to marketing •analyse marketing problems from the point of view of the brain's rewarding, fear and social circuitry
Previous studies	