

Implementation plan Finished

Study unit	Managing customerships (01454), 10.0
Implementation	CCA1511: 1/2015-2016 (07.09.2015 - 07.12.2015)
Type	CUSTOMER KNOWLEDGE AS THE DRIVER OF MARKETING (0387)
Groups	Primary: CCA15SY Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	18.05.2015 08:00 - 31.05.2015
Main timing for implementation	On working days during daytime
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: No Suitable for virtual UAS: No
Teachers	Fred Minna (Teacher in charge), Siuruainen Riikka (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group, Project/venture/R&D Language: English Virtuality: 0 cr Integration of R&D: 10 cr
Implementation class	
Focus areas	Service business
Evaluation at the latest	23.01.2016 Storing of graded material ends.: 23.12.2016
Exam days	
Having completed the study unit the student is able to	The student is able to • understand the meaning of managing customerships • identify the main principles in customership management • evaluate customer knowledge and use it for the purpose of customership development
Previous studies	
Contents	The main content is • Customer Insight • Customer profitability • Customer Relationship Management (CRM)
Study material	MATERIALS: Grönroos, C. 2007. Service management and marketing: customer management in service competition (partly) Jobber, D. & Lancaster, G. 2009 Selling and Sales Management. Harlow. Prentice Hall. McDonald, M. & Woodburn, D. 2011 Key Account Management. John Wiley & Sons Storbacka, K., Pennanen, R. 2014. Solution Business-Building a Platform for Organic Growth. New York: Springer Lecture material
Evaluation criteria and methods	GRADE CRITERIA EXCELLENT grade 5 Students are able to: • Apply professional concepts expertly. • Justify activities using research knowledge. • Work independently and take initiatives in line with objectives. Operations are often flexible, systematic, development-oriented, creative and active. • Select the appropriate techniques and models for activities, and justify the choices. • Act in customer-oriented ways and according to the situation. • Promote group activities. • Able to critically apply ethical principles in the subject field in one's conduct and tasks.

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	GOODgrade 3Students are able to: • Apply professional concepts systematically. • Justify, compare and analyse their activities using general guidelines. • Able to cope independently in different tasks in each operating environment. • Apply acquired techniques and models diversely. • Act professionally in customer situations. • Work in a group in line with objectives. • Justify their activities in accordance with ethical principles.. SATISFACTORY,grade 1Students are able to: • Apply most important/individual and appropriate professional concepts, and indicate their familiarity with the knowledge base. • Comply with rules and instructions, and justify their activities using provided instructions. • Act appropriately under guidance. • Use acquired techniques and models. • Take customers into account in their actions. • Act as group members. • Act in accordance with ethical principles.
Project (name)	Antell Oy together with Motley Agency"Developing digital customer experience"