

Implementation plan Finished

Study unit	Customer knowledge (01455), 5.0
Implementation	CCA1521: 2/2015-2016 (18.01.2016 - 23.06.2016)
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	14.12.2015 08:00 - 08.01.2016
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	Sohlman Anna-Mari (Teacher in charge)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group Language: English Virtuality: 1 cr Integration of R&D: 0 cr
Implementation class	LbD supporting knowledge and skills development
Focus areas	Security, safety and social responsibility, Service business
Evaluation at the latest	23.07.2016 Storing of graded material ends.: 23.06.2017
Exam days	
Having completed the study unit the student is able to	The student is able to: • define factors that affect buying behavior • use market research as a source of customer knowledge in the international business environment
Previous studies	
Learning objectives	• to understand that customer is an active partner. • to understand that instead of offering only commodities or services, customer is expecting added value to every day life or in the business. • to recognize and utilize the sources of customer data, which aims to develop business concepts.
Contents	• Customer knowledge • Customer experience • Service processes • Sources of customer data
Study material	Study material will be announced later.
Evaluation criteria and methods	Generic evaluation criteria can be found through the attached link. Specific evaluation criteria of this course will be announced at the beginning of the course.
Work strain	• contact sessions • working in Optima space • learning exercises