

Implementation plan Finished

Study unit	Customer knowledge (01455), 5.0
Implementation	CCA1621: 2/2016-2017 (19.01.2017 - 20.04.2017)
Type	CUSTOMER KNOWLEDGE AS THE DRIVER OF MARKETING (0387)
Groups	Primary: CCA16SY Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	28.11.2016 08:00 - 09.12.2016
Main timing for implementation	On working days during daytime
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: Yes
Teachers	Harmoinen Päivi (Teacher in charge), Nisula Janne-Valtteri (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: 2 cr Integration of R&D: 1 cr
Implementation class	LbD supporting knowledge and skills development
Focus areas	Service business
Evaluation at the latest	19.05.2017 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: • define factors that affect buying behavior • use market research as a source of customer knowledge in the international business environment
Previous studies	