

Implementation plan Finished

Study unit	Business Online Visibility (01473), 5.0
Implementation	CCA1421: 2/2014-2015 (18.05.2015 - 31.07.2015)
Type	TOURISM SERVICE DEVELOPER (A817)
Groups	Primary: CCA14SY Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	16.03.2015 08:00 - 24.04.2015
Main timing for implementation	According to student's own schedule
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: Yes
Teachers	Heinonen Johanna (Teacher in charge)
Campus	Laurea Leppävaara
Main location for implementation	Virtually
Implementation method	Web/virtual Language: English Virtuality: 5 cr Integration of R&D: 5 cr
Implementation class	LbD supporting knowledge and skills development
Focus areas	Service business
Evaluation at the latest	31.07.2015 Storing of graded material ends.: 19.06.2016
Exam days	Real: Ei tenttiä
Having completed the study unit the student is able to	Managing online visibility and presence with interesting and engaging contents is one of the major issues in digital marketing. During this course we study different aspects of this and students learn to produce, publish and manage online content from the business perspective and understand the importance of stories, product information, multimedia content, and other online content in creating an online presence for a tourism business. After successful completion of the course the student • knows different methods to do pre-research of social media visibility, target groups etc. • can use keywords in effective marketing and social media contents • is able create a paid campaign in internet and social media • analyzes the success of social media efforts and gives grounded solutions based on them • manages social media channels and contents in co-operation with customers
Previous studies	

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
24.05.2015	20:00	Preplan	Presentation or real life case and its online visibility		
07.06.2015	20:00	A1: Background	Customer profile, consumer behavior, channel analysis		
21.06.2015	20:00	A2: Content management	Text, images, videos, keywords, urls, tags, meta information etc.		
05.07.2015	20:00	A2 -b: Content management and advertising	Text, images, videos, keywords, urls, tags, meta information etc.Organic and paid contacts		
12.07.2015	20:00	A4: Follow-up	Google Analytics, FB insights etc.		

Implementation plan Finished

			and measurement			
26.07.2015			Revised online visibility plan	Revised online visibility plan based on the points presented earlier on the course		
29.07.2015	20:00		Post-task	Conclusions and feedback as well as test yourself		