

TOTEUTUSSUUNNITELMA Valmis

Opintojakso	Business Online Visibility (01473), 5.0
Toteutus	TOE1521: 2/2015-2016 (18.05.2016 - 31.07.2016)
Tyyppi	MUU TÄYDENTÄVÄ OSAAMINEN (R020)
Ryhmät	Ensisijainen: TOE15SY Muut:
Projektissa mukana	
Luennoitsijat	
Osallistujamäärät	Minimi: 20 Maksimi: 40
Ilmoittautumisaika	14.03.2016 08:00 - 27.04.2016
Pääsääntöinen toteutusajankohta	Projektin aikataulun mukaan
Soveltuvuus	Vaihto-opiskelijoille: Kyllä Vapaasti valittaviin: Kyllä Avoimen opisk: Kyllä Soveltuu virtuaali-AMK:n opintoihin: Kyllä
Opettajat	Heinonen Johanna (Vastuupettaja)
Kampus	Laurea Kerava
Pääsääntöinen toteutuspaikka	Virtuaalisesti
Toteutustapa	Verkko/virtuaali Kieli: englanti Virtuaalisuus: 5 op T&k-integraatio: 3 op
Toteutusluokka	Tieto- ja taitoperustaa vahvistava, LbD
Painoalat	Palveluliiketoiminta
Arviointi viimeistään	23.07.2016 Suoritusmateriaalin arkistointi päättyy: 23.06.2017
Tenttipäivät	
Opintojakson suoritettuaan opiskelija osaa	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
Edeltävät opinnot	
Edeltävät opinnot, lisätietoja	Basic knowledge of online marketing is preferable
Osaamistavoitteet	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. A student will be able to create an online visibility plan or campaign for A REAL COMPANY that s/he finds her/himself and CONTACTS IT! 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

TOTEUTUSSUUNNITELMA Valmis

	- 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
Keskeinen sisältö	During the course the student will create his/her own multi-channelled social media mix based on the pre-research for A REAL COMPANY that s/he finds her/himself before course start.S/he uses keywords effectively and skillfully as well as knows how to boost his/her social media presence with paid campaigns.S/he also follows up and measures his/her efforts in different ways and makes further decisions based on them.The elements that are covered during the course are - Multi-channel management in internet - Target group and content analysis (e.g. Google consumer) - Content management online - Advertising in internet (Facebook adverts, Google Adwords etc.) - Follow-up and measurement (Google Analytics etc) - Organic and paid search engine optimization (SEO)
Oppimateriaali	Any reliable and up-to-date book, article, specialist interview or internet source is suitable.A range of literature, articles and internet links are introduced by the teacher in order to help students find the proper sources.
Ohjaus ja viestintä	Submission of tasks and personal consultation online every second week by the teacher. Once students have given comments to each other, teacher concludes the discussions and answers the questions online.Instructions on the platform to guide you throught the course.If something is unclear or a student wants to ask something or has problems, please contact the teacher by email.
Arviointikriteerit ja arviointimenetelmät	The student must pass each course part in order to get a grade. - Exercises 30 % - Giving comments to the others (amount of comments as well as quality of comments) and overall participation 20 % - Online visibility plan/campaign 30 % - Conclusions and feedback incl. test yourself 20 %
Käytettävät T&K menetelmät	The course concentrates more on each students own case than general teaching, so it more of a consultative course. Beginning is the real life case (own or made for some company) which is thenelaborated and perfected during the course with the help of comments of the others as well as teachers advice.
Muut toteutusjärjestelyt	100 % online course in OpenMoodle of Lappi UAS https://openmoodle.eoppimispalvelut.fi/course/view.php?id=133Software for detecting plagiarism is used when returning assignmentsLate assignments are assessed according to the schedule the teacher/teachers have given. Late returns affect negatively the assessment of the assignmentNOTE! You must find a REAL COMPANY for the course and CONTACT IT. You shall analyse the current situation of the company and then plan the improvements or renewals for the company during the course.