

TOTEUTUSSUUNNITELMA Valmis

Opintojakso	Business Online Visibility (01473), 5.0
Toteutus	VKE1621: 2/2016-2017 (13.03.2017 - 31.05.2017)
Tyyppi	TÄYDENTÄVÄ OSAAMINEN (T)
Ryhmät	Ensisijainen: VKE16SY Muut:
Projektissa mukana	
Luennoitsijat	
Osallistujamäärät	Minimi: 20 Maksimi: 40
Ilmoittautumisaika	01.02.2017 08:00 - 15.02.2017
Pääsääntöinen toteutusajankohta	Opiskelijan oman aikataulun mukaan
Soveltuvuus	Vaihto-opiskelijoille: Kyllä Vapaasti valittaviin: Kyllä Avoimen opisk: Kyllä Soveltuu virtuaali-AMK:n opintoihin: Kyllä
Opettajat	Salomaa Marjaana (Vastuupettaja)
Kampus	Laurea Leppävaara
Pääsääntöinen toteutuspaikka	Virtuaalisesti
Toteutustapa	Verkko/virtuaali Kieli: englanti Virtuaalisuus: 5 op T&k-integraatio: 0 op
Toteutusluokka	Tieto- ja taitoperustaa vahvistava, LbD
Painoalat	Palveluliiketoiminta, Teknologiaosaaminen ja yrittäjyys (FUAS)
Arviointi viimeistään	30.06.2017 Suoritusmateriaalin arkistointi päättyy: 31.05.2018
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	This online course is a part of eTourism Curriculum which covers in total 30 credits of courses provided by different universities of applied sciences in Finland. In Laurea study unit is part of TOURISM SERVICE DEVELOPER module. Discovering tourism, tourism marketing or other tourism studies recommended. 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 tourism marketing. During this course we study different aspects of this and students learn to produce, publish and manage online content from the tourism 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. Student will be able to create an online visibility plan or campaign for A REAL COMPANY that s/he finds her/himself.
Keskeinen sisältö	During the course the student will create his/her own multi-channeled social media mix based on the pre-research for A REAL TOURISM COMPANY that s/he finds

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	her/himself before course starts.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) Assignments:Preplan: Presentation or real life case and its online visibilityA1: Background: Customer profile, consumer behavior, channel analysisA2: Content management - text, images, videos, keywords, urls, tags, meta information etc.A3: Advertising in internetA4: Follow-up and measurementRevised online visibility planPost-task: Conclusions and feedback
Ohjaus ja viestintä	100 % online course in OpenMoodle of Lappi UAS https://openmoodle.eoppimispalvelut.fi/course/view.php?id=133Submission of tasks and consultation online every second week by the teacher. Instructions on the platform to guide you through 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	ASSESSMENT PLAN • Assignments 100% Grading Scale • Excellent (5) - Satisfactory (1), Fail Excellent (5)Student has an excellent command of theoretical knowledge and is able to apply it fully in practical learning exercises. Student participates lectures actively and shows analytical, reflective and critical approach in all his/her activities. All the assignments are performed according to instructions.Good (3-4)Student has a good command of theoretical knowledge and is able to apply it mostly in practical learning exercises. Student participates lectures quite actively and shows somewhat analytical, reflective and critical approach in most of his/her activities. All the assignments are performed mostly according to instructions.Satisfactory (1-2)Student has a satisfactory command of theoretical knowledge and is able to apply it only partly or not at all in practical learning exercises. Student participates lectures seldom and shows very little or no analytical, reflective and critical approach in his/her activities. The assignments are not fully performed according to instructions.Failed (0)Student has not participated the compulsory lectures and has failed to perform one or more assignments according to instructions.To be taken into account • Software for detecting plagiarism is used when returning assignments • Late assignments are assessed according to the schedule the teacher/teachers have given. Late returns affect negatively the assessment of the assignment • Please note that there can be more specific assessment criteria for the whole study unit and/or learning assignments which will be given at the beginning of

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	the study unit. • Various forms of feedback and schedule.
Muut toteutusjärjestelyt	NOTE! You must find a REAL TOURISM COMPANY for the course. You shall analyse the current situation of the company and then plan the improvements or renewals for the company during the course. 100 % online course in OpenMoodle of Lappi UAS https://openmoodle.eoppimispalvelut.fi/course/view.php?id=133. More information will be sent by email for student in this study unit.