

Implementation plan Finished

Study unit	Content Marketing (01517), 5.0
Implementation	CCE1611: 2/2016-2017 (09.01.2017 - 26.02.2017)
Type	DIGITAL BUSINESS CLOUD (E267)
Groups	Primary: CCE16SY Others :
Involved in the project	
Lecturers	Lipasti Eija, Marstio Tuija, Mononen Asko
Number of participants	Minimum: Maximum:
Enrolment period	28.11.2016 08:00 - 15.12.2016
Main timing for implementation	According to student's own schedule
Applicability	For exchange students: No For elective studies: Yes Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Lipasti Eija (Teacher in charge), Marstio Tuija (Other teacher), Mononen Asko (Other teacher)
Campus	Laurea Tikkurila
Main location for implementation	Virtually
Implementation method	Web/virtual Language: English Virtuality: 5 cr Integration of R&D: 3 cr
Implementation class	LbD based on entrepreneurship
Focus areas	Technological competence and entrepreneurship (FUAS)
Evaluation at the latest	26.03.2017 Storing of graded material ends.: 26.02.2018
Exam days	
Having completed the study unit the student is able to	After taking the course the student: • can analyze and elaborate on the impact of digitalization on marketing now and in the future • has a broad perspective to the consumer trends and their reflection on the digital marketing today • is able to elaborate a content strategy plan based on target group needs and interests analysis • is able to create attractive, usable and engaging content • is able to measure and analyze webpage conversion rates and to optimize findability using SEO and SEM • has elaborated a plan for your professional development to become a digital marketing professional
Previous studies	