

TOTEUTUSSUUNNITELMA Valmis

Opintojakso	Content Marketing (01517), 5.0
Toteutus	VKE1521: 2/2015-2016 (01.03.2016 - 31.05.2016)
Tyyppi	TÄYDENTÄVÄ OSAAMINEN (T)
Ryhmät	Ensisijainen: VKE15SY Muut:
Projektissa mukana	
Luennoitsijat	Ilkka Kurkela, Eija Lipasti, Asko Mononen, Tuija Marstio
Osallistujamäärät	Minimi: Maksimi:
Ilmoittautumisaika	01.02.2016 08:00 - 15.02.2016
Pääsääntöinen toteutusajankohta	Erikseen sovittavan aikataulun mukaan
Soveltuvuus	Vaihto-opiskelijoille: Ei Vapaasti valittaviin: Kyllä Avoimen opisk: Ei Soveltuu virtuaali-AMK:n opintoihin: Kyllä
Opettajat	Marstio Tuija (Vastuupettaja), Kurkela Ilkka (Muu opettaja), Lipasti Eija (Muu opettaja), Mononen Asko (Muu opettaja)
Kampus	Laurea Kerava
Pääsääntöinen toteutuspaikka	Virtuaalisesti
Toteutustapa	Optimatoteutus/opiskelijaryhmä, Verkko/virtuaali Kieli: englanti Virtuaalisuus: 5 op T&k-integraatio: 2 op
Toteutusluokka	Paikalliseen hankkeeseen/projektiin/kehittämistehtävään perustuva LbD
Painoalat	Palveluliiketoiminta
Arviointi viimeistään	30.06.2016 Suoritusmateriaalin arkistointi päättyy: 31.05.2017
Tenttipäivät	
Opintojakson suoritettuaan opiskelija osaa	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
Edeltävät opinnot	
Osaamistavoitteet	As result of this course you will know how to steer online marketing based on target groups. You will be familiar with the principles of building organizational webpages and know how to produce webpage content. Also, you will able to make use of SEO and SEM.
Keskeinen sisältö	The core elements of this course are: -Marketing and consumerism in the digital era - Content strategy and process - Creating content for your organization - Webpage analytics: SEO and SEM - How to become a digital marketing

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	professional Apart from the instructor team of Laurea you will be guided by a group of first class digital marketing experts who are well-known in this field and who represent successful digital media agencies based in Helsinki: <u>Ville Tolvanen</u> (Founder of Digitalist Network), <u>Jari Lähdevuori</u> (Kurio), <u>Jyri Rasinmäki</u> (Vapa Media), <u>Pekka Räsänen</u> (Seed Digital Media) and <u>Terhi Aho</u> (Tulos). These experts you will meet through the various video interviews produced exclusively for this course.
Oppimateriaali	The learning material will be provided in the learning environment
Ohjaus ja viestintä	
Arviointikriteerit ja arviointimenetelmät	TaskType of evaluationWeight % Quizzespass/fail Content creation process + Blogpost_1 & commentsgrades 0-520 Webpage building+ Blogpost_2 & commentsgrades 0-520 Webpage analytics and SEO & SEM + Blogpost_3 & commentsgrades 0-520 Learning projectgrades 0-530 Plan for professional developmentgrades 0-510
Projekti/hanke (nimi)	Through the learning project you will be applying the theoretical framework into practice by analysing the online presence of a selected company and by making a proposal for its content strategy. The company may be located anywhere as long as you can get enough information about it to carry out the task. It is not necessary to contact the company during this project but you may also choose to do so.
Käytettävät T&K menetelmät	The course will be carried out in an online learning platform "Eliademy". You will receive invitation to this platform during the week 7 (15 - 21.2.2016)
Muut toteutusjärjestelyt	This course is in English. There are some materials/videos in Finnish but they are not crucial to the learning objectives. The use of Finnish for communicating is forbidden unless you have a good justification to do so. There will be a briefing meeting for the course in the net(a webinar), taking place on 2nd of March, 9:00 - 10:00 am. All enrolled students will receive a link and instructions to access the meeting. Likewise, after each chapter finished a tutorial meeting over the net is organised as follows: - 30th of March, at 9:00 - 10:00 am - 27th of April, at 9:00 - 10:00 am - 25th of May, at 9:00 - 10:00