

Implementation plan Finished

Study unit	Services Marketing (A0128), 10.0
Implementation	MFA1121: 2/2011-2012 (02.01.2012 - 19.06.2012)
Type	INITIATION OF PROFESSIONAL GROWTH (A021)
Groups	Primary: MFA11SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	28.11.2011 08:00 - 04.12.2011
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: No
Teachers	Kaartti Virpi (Teacher in charge), Harmoinen Päivi (Other teacher), Heinonen Jarmo (Other teacher), Mantere Päivi (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Project/venture/R&D, Web/virtual Language: English Virtuality: 2 cr Integration of R&D: 3 cr
Implementation class	
Focus areas	
Evaluation at the latest	17.07.2012 Storing of graded material ends.: 17.06.2013
Exam days	
Having completed the study unit the student is able to	• analyse customer behaviour • sell services using a marketing mix • build customer relationships • manage service promises in marketing communication
Previous studies	
Contents	focus on the customer • consumer and organisational behaviour in services • customer satisfaction • service quality (gap model) *services marketing mix *brand marketing *building customer relationships *managing service promises
Study material	Services, Marketing and Management / Gilmore, Audrey. Sage Publications Ltd. 2003 (You can find this book from ebrary) In search of a new logic for marketing : the foundation of contemporary marketing theory / Christian Grönroos. Hoboken, NJ : John Wiley & Sons Inc, 2007. Service management and marketing : customer management in service competition / Christian Grönroos. Chichester : Wiley, 2007.

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	Marketing : an introduction / Gary Armstrong, Philip Kotler, Michael Harker, Ross Brennan. European ed. Harlow : Financial Times Prentice Hall, 2009. Services marketing : integrating customer focus across the firm / Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler. New York : McGraw-Hill, 2009. Marketing management / Philip Kotler ... [et al.]. European ed. 13th ed. Harlow : Prentice Hall, 2009. Marketing myopia / Theodore Levitt. Boston : Harvard Business School Press, cop. 2008. Marketing services : competing through quality / Leonard L. Berry, A. Parasuraman. New York : Free Press, cop. 1991. Consumer behaviour: a European perspective. Antonides, G. 1999. Upper Saddle River, NJ : Prentice Hall. Consumer behaviour : implications for marketing strategy. Cathy, N. 2006. New York, NY. : McGraw-Hill. Consumer behavior. Evans, M. 2006. Hoboken, NJ: John Wiley & Sons, Ltd. Consumer behavior and marketing strategy. Peter, J.P. 2005. New York: McGraw-Hill. Consumer behaviour : a European perspective. Solomon, M. 2006. Harlow : Prentice Hall, 2006 Consumer behaviour in tourism. Swarbrooke, J. 2007. Oxford : Butterworth-Heinemann.
Evaluation criteria and methods	Excellent 5 • Apply professional concepts expertly. • Justify activities using research knowledge. • Work independently and take initiatives in line with objectives. Operations are flexible, systematic, development-oriented, creative and active. • Select the appropriate techniques and models for activities, and justify the choices. • Act in customer-oriented ways and according to the situation. • Promote group activities. • Able to critically apply ethical principles. Good 3-4 • Apply professional concepts systematically. • Justify, compare and analyse their activities using general guidelines. • Able to cope independently in different tasks. • Apply acquired techniques and models diversely.

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	- Act professionally. - Work in a group in line with objectives. - Justify their activities in accordance with ethical principles. Satisfactory 1-2: - Apply most important/individual and appropriate professional concepts, and indicate their familiarity with the knowledge base. - Comply with rules and instructions; justify their activities using provided instructions. - Act appropriately under guidance. - Use acquired techniques and models. - Take customers into account in their actions. - Act as group members. - Act in accordance with ethical principles
R&D methods	Statistical analysis

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
16.01.2012	9-16		Orientation Approaches to marketing Summary assignment		Jarmo Heinonen, Virpi Kaartti, Päivi Mantere
23.01.2012	9-16		Gap Model Summary assignment continues		Virpi Kaartti
30.01.2012	9-16		Services marketing mix Summary assignment continues		Virpi Kaartti
06.02.2012	12-14		Service marketing discussion (summaries) Pre-work for consumer behaviour contact day (independantly)		Virpi Kaartti, Päivi Mantere
13.02.2012	9-16		Consumer behaviour pre-task (independantly)		
20.02.2012	9-16		Consumer behaviour, learning cafe based on your pre-task		Päivi Harmoinen
27.02.2012	9-16		Consumer behaviour Case study assignment		Päivi Harmoinen, Virpi Kaartti
05.03.2012	9-16		Customer satisfaction Case study - return your project plan		Päivi Harmoinen
12.03.2012	9-16		Service selling Case study guidance (theory)		Virpi Kaartti
19.03.2012	9-11.30		Statistical analysis Case study - return your theory part, guidance		Jarmo Heinonen
26.03.2012	9-16		Statistical analysis		Jarmo Heinonen
02.04.2012	9-16		Statistical analysis		Jarmo Heinonen
09.04.2012			Easter		
16.04.2012	9-16		Exam statistical analysis 9-12 Independant work / case study		Jarmo Heinonen
23.04.2012	9-16		Project guidance Finalize your report		Päivi Harmoinen,

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						Virpi Kaartti
30.04.2012				Return your report to optima folder		
07.05.2012	9-12			Case study presentations, opponent comments		Päivi Harmoinen, Virpi Kaartti
14.05.2012				Discussion about course feedback		Päivi Harmoinen, Jarmo Heinonen, Virpi Kaartti
21.05.2012				Course assessment		