

Implementation plan Finished

Study unit	Services Marketing (A0128), 10.0
Implementation	MFA1221: 2/2012-2013 (07.01.2013 - 21.06.2013)
Type	INITIATION OF PROFESSIONAL GROWTH (A021)
Groups	Primary: MFA12SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	26.11.2012 08:00 - 02.12.2012
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)
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	17.07.2013 Storing of graded material ends.: 17.06.2014
Exam days	Real: 25.2.2013 and 22.4.2013
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 : integrating customer focus across the firm / Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler. New York : McGraw-Hill, 2009. 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.

Implementation plan Finished

	Service management and marketing : customer management in service competition / Christian Grönroos. Chichester : Wiley, 2007. Marketing : an introduction / Gary Armstrong, Philip Kotler, Michael Harker, Ross Brennan. European ed. Harlow : Financial Times Prentice Hall, 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. • Act professionally.

Implementation plan Finished

	• 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
Other arrangements	Contact days on Mondays at 9-16 (14.1. - 20.5.2013) See learning events for more detailed information.

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
14.01.2013	9-16		Orientation Assignments Approaches to marketing		Päivi Harmoinen, Jarmo Heinonen, Virpi Kaartti
21.01.2013	9-16		Gap Model as a framework for service marketing		Virpi Kaartti
28.01.2013	9-16		Customer understanding		Virpi Kaartti
04.02.2013	9-16		Customer understanding		Virpi Kaartti
11.02.2013	9-16		Service marketing mix		Päivi Harmoinen
18.02.2013	9-16		Customer satisfaction		Päivi Harmoinen
25.02.2013	9-16		Service marketing theory exam		Päivi Harmoinen
04.03.2013	9-16		Project work begins		Päivi Harmoinen, Virpi Kaartti
11.03.2013	9-16		Service selling Project work continues (deadline for project plans)		Virpi Kaartti
18.03.2013	9-16		Marketing research		Jarmo Heinonen
25.03.2013	9-16		Marketing research		Jarmo Heinonen
01.04.2013	9-16		Easter		
08.04.2013	9-16		Marketing research		Jarmo Heinonen
15.04.2013	9-16		Project work & project guidance (Virpi) Marketing theory re-exam (Päivi)		Päivi Harmoinen, Virpi Kaartti
22.04.2013	9-16		9-12 Marketing research exam Afternoon: Finalize your project report		Jarmo Heinonen

Implementation plan Finished

29.04.2013				Return your report to optima folder		
06.05.2013	9-12			Case study presentations, opponent comments Collecting the study unit feedback		Päivi Harmoinen, Virpi Kaartti
13.05.2013				Discussion about course feedback		Päivi Harmoinen, Jarmo Heinonen, Virpi Kaartti
30.05.2013	16-20			Re-exams: Service marketing theory and/or Marketing research Note: This is a general exam date. Enrollment needed.		