

## Implementation plan Finished

|                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Study unit                                             | Services Marketing (A0128), 10.0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Implementation                                         | MFA1321: 2/2013-2014 (20.01.2014 - 19.05.2014)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Type                                                   | INITIATION OF PROFESSIONAL GROWTH (A021)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Groups                                                 | Primary: MFA13SN Others :                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Involved in the project                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Lecturers                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Number of participants                                 | <b>Minimum: Maximum:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Enrolment period                                       | 02.12.2013 08:00 - 08.12.2013                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Main timing for implementation                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Applicability                                          | <b>For exchange students:</b> Yes <b>For elective studies:</b> Yes <b>Open UAS student:</b> Yes <b>Suitable for virtual UAS:</b> No                                                                                                                                                                                                                                                                                                                                                                                                      |
| Teachers                                               | Harmoinen Päivi (Teacher in charge), Kaartti Virpi (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 <b>Language:</b> English <b>Virtuality:</b> 2 cr <b>Integration of R&amp;D:</b> 3 cr                                                                                                                                                                                                                                                                                                                                                  |
| Implementation class                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Focus areas                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Evaluation at the latest                               | 16.06.2014 <b>Storing of graded material ends.:</b> 20.06.2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Exam days                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Having completed the study unit the student is able to | <ul style="list-style-type: none"> <li>• analyse customer behaviour</li> <li>• sell services using a marketing mix</li> <li>• build customer relationships</li> <li>• manage service promises in marketing communication</li> </ul>                                                                                                                                                                                                                                                                                                      |
| Previous studies                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Contents                                               | focus on the customer <ul style="list-style-type: none"> <li>• consumer and organisational behaviour in services</li> <li>• customer satisfaction</li> <li>• service quality (gap model)</li> </ul> *services marketing mix<br>*brand marketing<br>*building customer relationships<br>*managing service promises                                                                                                                                                                                                                        |
| Study material                                         | <b>Services marketing : integrating customer focus across the firm / Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler. New York : McGraw-Hill, 2009.</b><br>Services, Marketing and Management / Gilmore, Audrey. Sage Publications Ltd. 2003 (You can find this book from ebrary)<br>In search of a new logic for marketing : the foundation of contemporary marketing theory / Christian Grönroos. Hoboken, NJ : John Wiley & Sons Inc, 2007.<br>Service management and marketing : customer management in service competition / |

## Implementation plan Finished

|                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                        | <p>Christian Grönroos. Chichester : Wiley, 2007.</p> <p>Marketing : an introduction / Gary Armstrong, Philip Kotler, Michael Harker, Ross Brennan. European ed. Harlow : Financial Times Prentice Hall, 2009.</p> <p>Marketing management / Philip Kotler ... [et al.]. European ed. 13th ed. Harlow : Prentice Hall, 2009.</p> <p>Marketing myopia / Theodore Levitt. Boston : Harvard Business School Press, cop. 2008.</p> <p>Marketing services : competing through quality / Leonard L. Berry, A. Parasuraman. New York : Free Press, cop. 1991.</p> <p>Consumer behaviour: a European perspective. Antonides, G. 1999. Upper Saddle River, NJ : Prentice Hall.</p> <p>Consumer behaviour : implications for marketing strategy. Cathy, N. 2006. New York, NY. : McGraw-Hill.</p> <p>Consumer behavior. Evans, M. 2006. Hoboken, NJ: John Wiley &amp; Sons, Ltd.</p> <p>Consumer behavior and marketing strategy. Peter, J.P. 2005. New York: McGraw-Hill.</p> <p>Consumer behaviour : a European perspective. Solomon, M. 2006. Harlow : Prentice Hall, 2006</p> <p>Consumer behaviour in tourism. Swarbrooke, J. 2007. Oxford : Butterworth-Heinemann.</p> |
| <b>Evaluation criteria and methods</b> | <p>Excellent 5</p> <ul style="list-style-type: none"> <li>• Apply professional concepts expertly.</li> <li>• Justify activities using research knowledge.</li> <li>• Work independently and take initiatives in line with objectives. Operations are flexible, systematic, development-oriented, creative and active.</li> <li>• Select the appropriate techniques and models for activities, and justify the choices.</li> <li>• Act in customer-oriented ways and according to the situation.</li> <li>• Promote group activities.</li> <li>• Able to critically apply ethical principles.</li> </ul> <p>Good 3-4</p> <ul style="list-style-type: none"> <li>• Apply professional concepts systematically.</li> <li>• Justify, compare and analyse their activities using general guidelines.</li> <li>• Able to cope independently in different tasks.</li> <li>• Apply acquired techniques and models diversely.</li> <li>• Act professionally.</li> <li>• Work in a group in line with objectives.</li> </ul>                                                                                                                                                |

## Implementation plan Finished

|                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                           | <ul style="list-style-type: none"> <li>Justify their activities in accordance with ethical principles.</li> </ul> <p>Satisfactory 1-2:</p> <ul style="list-style-type: none"> <li>Apply most important/individual and appropriate professional concepts, and indicate their familiarity with the knowledge base.</li> <li>Comply with rules and instructions; justify their activities using provided instructions.</li> <li>Act appropriately under guidance.</li> <li>Use acquired techniques and models.</li> <li>Take customers into account in their actions.</li> <li>Act as group members.</li> <li>Act in accordance with ethical principles</li> </ul> |
| <b>Project (name)</b>     | Project to be defined.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>R&amp;D methods</b>    | Statistical analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Other arrangements</b> | Contact sessions on Mondays at 9-16 (20.1. - 19.5.2014) - contact dates to be confirmed on 20th January. See learning events for more detailed information.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

### Learning events

| Date       | o'clock/at h | at h | Subject                           | Content                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Status          | Teachers                       |
|------------|--------------|------|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------------------|
| 20.01.2014 | 9-16         | 8    | Orientation                       | 9- 11:30<br><br>Introductions, study unit content, schedule, case study / case company, groups, ways of working and game rules, assessment, exam<br><br>Service Marketing<br><br>- definition and the development of the theory<br><br>12:30- 15 Group task: Company overview report (IT-classes 207 and 207A)<br><br>Task description:<br><br>Write a short report (around 2 pages) and return it in your team folder by the end of day (20.1.)<br><br>Topics: company background, vision, mission, management philosophy, values etc...<br>SOL Palvelut web:<br><a href="http://www.sol.fi/en/the-company.html">http://www.sol.fi/en/the-company.html</a> | contact session | Päivi Harmoinen, Virpi Kaartti |
| 27.01.2014 | 9-16         | 8    | Gap Model, Customer Understanding | Gap model as framework of services marketing<br><br>Customer Understanding Note!                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | contact session | Virpi Kaartti                  |

## Implementation plan Finished

|            |      |   |                        |                                                                                                                                                                                                                                                                             |                                |                                   |
|------------|------|---|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|-----------------------------------|
|            |      |   |                        | 10-12 SOL Palvelut case study<br>Introduction (Kari Haahtela)                                                                                                                                                                                                               |                                |                                   |
| 03.02.2014 | 9-16 | 8 | Customer understanding | Customer Understanding                                                                                                                                                                                                                                                      | contact session                | Virpi Kaartti                     |
| 10.02.2014 | 9-16 | 8 | Services marketing mix | 9 - 11:30 Services Marketing mix (7Ps)<br><br>Creation of SOL marketing mix as a part of case study report (in it-class)<br><br>12:30 - Introduction to internal marketing and internal communication concepts<br><br>Case study description and report assessment criteria | contact session                | Päivi Harmoinen,<br>Virpi Kaartti |
| 17.02.2014 | 9-16 | 8 | Project work           | Working in teams: preparation of theoretical part of the case study.<br><br>9 possible exam questions are published in Optima folder "Assignments & Returns".                                                                                                               | independent working / it class |                                   |
| 24.02.2014 | 9-16 | 8 | Customer satisfaction  | 9- 11:30 <b>Customer Satisfaction</b><br><br>* NSN customer satisfaction survey and internal marketing(visitor: Ekaterina Palmen) ok12:30 - <b>Marketing Research</b>                                                                                                       | contact session                | Päivi Harmoinen,<br>Virpi Kaartti |
| 03.03.2014 | 9-16 | 8 | Marketing exam         | 9- 11:30 Exam: marketing theory (handwritten notes are allowed in the exam)<br><br>12:30- 16 it-class 207<br><br>project management & project plan creation<br><br>Return of project plan by 13th March in Optima return box.                                               | contact session                | Päivi Harmoinen                   |
| 10.03.2014 | 9-16 | 8 | Project work           | 9-12:00 Visit to SOL City                                                                                                                                                                                                                                                   | contact session                | Päivi Harmoinen,<br>Virpi Kaartti |
| 13.03.2014 |      |   | Return date            | Return case study theory part and project plan in Optima team folder by 13th March                                                                                                                                                                                          |                                |                                   |
| 17.03.2014 | 9-16 | 8 | Coaching               | Team specific coaching (1st mandatory), 20min/team:<br><br>Review of<br><br>- case study report: theory part                                                                                                                                                                | contact session                | Päivi Harmoinen,<br>Virpi Kaartti |

## Implementation plan Finished

|            |          |   |                            |                                                                                                                                                                                                                                                                                                       |                     |                                |
|------------|----------|---|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|--------------------------------|
|            |          |   |                            | - project plan & schedule<br>- interview guide                                                                                                                                                                                                                                                        |                     |                                |
| 24.03.2014 | 9-16     | 8 | Marketing Research         | Visit to TNS Gallup at 9-11:30                                                                                                                                                                                                                                                                        | contact session     | Päivi Harmoinen, Virpi Kaartti |
| 31.03.2014 | 9-16     | 8 | Project work               | Project work                                                                                                                                                                                                                                                                                          | Independent working |                                |
| 07.04.2014 | 12:30-15 | 2 | Visiting lecturer          | <b>9-11 Class 248:</b><br><b>Marketing exam retake</b><br><br><b>12:30-15 Class 181:</b><br><b>Lecture by Jacqueline Brodie, Edinburgh Napier University (Laurea international week)</b>                                                                                                              | contact session     | Päivi Harmoinen, Virpi Kaartti |
| 14.04.2014 | 9-16     | 8 | Coaching                   | Team specific coaching (2nd mandatory)<br><br>topic: review of draft case study report                                                                                                                                                                                                                | contact session     | Päivi Harmoinen, Virpi Kaartti |
| 21.04.2014 | 9-16     | 8 |                            | Easter                                                                                                                                                                                                                                                                                                | public holiday      |                                |
| 25.04.2014 |          |   | Return date                | * Return final case study report in Optima return box by 25.4.2014* Return self and peer evaluation in Optima return box by 25.4.2014<br><br>(Please find the form in "Assignments and returns" -folder) <b>Remember to respond:</b><br><br>Study unit feedback survey<br><br>during 22nd- 28th April |                     |                                |
| 28.04.2014 | 9-16     | 8 | Project work               | Project work<br><br>Return opponent report in Optima return box by 30.4.2014Return case study presentation (ppt) by 4.5.2014                                                                                                                                                                          | independent working |                                |
| 05.05.2014 | 9-11:30  | 2 | Presentations and feedback | 9- 11:30 Case study presentations & opponent comments (based on opponent report)<br><br>*presentation 10-12min. opponent comments & feedback 8-10min,<br><br>* Note! SOL representatives join in this session<br><br>9.00 - 9.20 team 1                                                               | contact session     | Päivi Harmoinen, Virpi Kaartti |

## Implementation plan Finished

|            |         |   |          |                                                                                                                                          |  |  |
|------------|---------|---|----------|------------------------------------------------------------------------------------------------------------------------------------------|--|--|
|            |         |   |          | 9.20 - 9.40 team 2<br>9.40 - 10.00 team 3<br>10.00 - 10.15 Break<br>10.15 - 10.35 team 4<br>10.35 - 10.55 team 5<br>10.55 - 11.15 team 6 |  |  |
| 19.05.2014 | 9-11:30 | 2 | Feedback | Feedback & grades                                                                                                                        |  |  |