

Implementation plan Finished

Study unit	Customer-oriented Marketing (A0145), 10.0
Implementation	HBA1011: 1/2010-2011 (30.08.2010 - 20.12.2010)
Type	INITIATION OF PROFESSIONAL GROWTH (A025)
Groups	Primary: HBA10SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	24.05.2010 08:00 - 06.06.2010
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Fred Minna (Teacher in charge), Chydenius Tarja (Other teacher), Salmi Laura (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Project/venture/R&D Language: English Virtuality: 2 cr Integration of R&D: 4 cr
Implementation class	
Focus areas	
Evaluation at the latest	20.01.2011 Storing of graded material ends.: 20.12.2011
Exam days	Real: 11.10.2010 Re-exams: 09.12.2010, 20.01.2011
Having completed the study unit the student is able to	• create value for customers by understanding their buying behaviour • analyse and develop a customer-oriented marketing mix • operate in multicultural teams • carry out a small research project with the help of basic quantitative and some qualitative methods
Previous studies	
Contents	Marketing of servicesCustomer knowledgeKey marketing methods (5 P's to 5 C's)Overview of research processBasics of qualitative researchIntercultural communication and team work in LbD
Study material	Kotler, Keller, Brady, Goodman, Hansen, Marketing management, 2009, European Edition
Tutoring and communication	All communication in the study unit is done through the Optima workspace.Guidance will be provided through workshops, team meetings and on demand.
Evaluation criteria and methods	50% exams and participation in the lectures, 50% project work
Project (name)	Customer-oriented research project in collaboration with the Sello library.
Work strain	

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
06.09.2010	12.30-15.43	Marketing			Minna Fred
09.09.2010	9.00-11.30	Marketing			Minna Fred
13.09.2010	12.30-15.43	Cross-cultural competence			Tarja Chydenius
20.09.2010	12.30-15.43	Cross-cultural competence			Tarja Chydenius
23.09.2010	9.00-11.30	Project management			Laura Salmi

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27.09.2010	12.30-15.45	Marketing			Minna Fred
28.09.2010	9.00-11.30	Marketing			Minna Fred
30.09.2010	9.00-11.30	Research			Laura Salmi
04.10.2010	12.30-15.45	Cross-cultural competence			Tarja Chydenius
07.10.2010	9.00-11.30	Research			Laura Salmi
11.10.2010	12.30-15.45	Marketing EXAM			Minna Fred
12.10.2010	9.00-11.30	Marketing SELLO LIBRARY			Minna Fred
14.10.2010	9.00-11.30	Marketing			Minna Fred
18.10.2010	12.30-15.45	Marketing			Minna Fred
19.10.2010	9.00-11.30	Marketing			Minna Fred
21.10.2010	9.00-11.30	Research			Laura Salmi
28.10.2010	9.00-11.30	Research			Laura Salmi
04.11.2010	9.00-11.30	Research			Laura Salmi
11.11.2010	9.00-11.30	Research			Laura Salmi
15.11.2010	12.30-15.45	Marketing			Minna Fred
18.11.2010	9.00-11.30	Research			Laura Salmi
22.11.2010	12.30-15.45	Research			Laura Salmi
25.11.2010	9.00-11.30	Research			Laura Salmi
29.11.2010	12.30-15.45	Marketing			Minna Fred
02.12.2010	9.00-11.30	Research			Laura Salmi
09.12.2010	9-11.30	2 END SEMINAR			Minna Fred, Laura Salmi