

Implementation plan Finished

Study unit	Customer-oriented Marketing (A0145), 10.0
Implementation	HBA1012: 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	-
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Fischer Pirjo (Teacher in charge), Pirttineva Maarit (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
	12.30-15.43	Marketing			
	9.00-11.30	Marketing			
	12.30-15.43	Cross-cultural competence			
	12.30-15.43	Cross-cultural competence			
	9.00-11.30	Project management			
	12.30-15.43	Marketing			

Implementation plan Finished

	9.00-11.30	2	Marketing			
	9.00-11.30	2	Research			
	12.30-15.45	3	Cross-cultural competence			
	9.00-11.30	2	Research			
	12.30-15.45	3	Marketing EXAM			
	9.00-11.30	2	Marketing SELLO LIBRARY			
	9.00-11.30	2	Marketing			
	12.30-15.45	3	Marketing			
	9.00-11.30	2	Marketing			
	9.00-11.30	2	Research			
	9.00-11.30	2	Research			
	9.00-11.30	2	Research			
	9.00-11.30	2	Research			
	12.30-15.45	3	Marketing			
	9.00-11.30	2	Research			
	12.30-15.45	3	Research			
	9.00-11.30	2	Research			
	12.30-15.45	3	Marketing			
	9.00-11.30	2	Research			
	9-11.30	2	END SEMINAR			