

Implementation plan Finished

Study unit	Customer-oriented Marketing (A0145), 10.0
Implementation	HBA1111: 1/2011-2012 (08.09.2011 - 08.12.2011)
Type	INITIATION OF PROFESSIONAL GROWTH (A025)
Groups	Primary: HBA11SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	23.05.2011 08:00 - 05.06.2011
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	08.01.2012 Storing of graded material ends.: 20.12.2012
Exam days	Real: 20.10.2011 Re-exams: 01.12.2011, 19.01.2012
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 services Customer knowledge Key marketing methods (5 P's to 5 C's) Overview of research process Basics of research methods Intercultural 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 Local Food (Lähiuoka) project.
Work strain	

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
08.09.2011	9.00-15.00	Marketinig			
15.09.2011	9.00-15.00	Marketing			
22.09.2011	9.00-15.00	Cross-cultural competence			
29.09.2011	9.00-15.00	Cross-cultural competence			
06.10.2011	9.00-15.00	Project			

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			management			
13.10.2011	9.00-15.00		Marketing			
20.10.2011	9.00-15.00		Marketing			
27.10.2011	9.00-15.00		Research			
03.11.2011	9.00-15.00		Cross-cultural competence			
10.11.2011	9.00-15.00		Research			
17.11.2011	9.00-15.00		Marketing EXAM			
24.11.2011	9.00-15.00		Marketing SELLO LIBRARY			
01.12.2011	9.00-15.00		Marketing			
08.12.2011	9.00-15.00		Marketing			