

Implementation plan Finished

Study unit	Customer-oriented Marketing (A0145), 10.0
Implementation	HBA1211: 1/2012-2013 (30.08.2012 - 13.12.2012)
Type	INITIATION OF PROFESSIONAL GROWTH (A025)
Groups	Primary: HBA12SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	21.05.2012 08:00 - 03.06.2012
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Harmoinen Päivi (Teacher in charge), Chydenius Tarja (Other teacher), Cseh Monika (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, Web/virtual Language: English Virtuality: 1 cr Integration of R&D: 0 cr
Implementation class	
Focus areas	
Evaluation at the latest	13.01.2013 Storing of graded material ends.: 13.12.2013
Exam days	Real: 4.10.2012 Re-exams: 08.11.2012, 29.11.2012
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	
Other arrangements	Study unit face-to-face sessions will be held on Mondays at 9-11:30 and Thursdays at 12:30 - 16:00.

Learning events

Date	o'clock/at h		Subject	Content	Status	Teachers
30.08.2012	9-10:30	1	Study unit intro	Introduction of study unit objectives,content and schedule (Päivi, Laura, Tarja) Grouping Getting to know each others	tbc	Päivi Harmoinen, Laura Salmi
03.09.2012	9-11:30	2	fddfd	xxx	tbc	Päivi Harmoinen
06.09.2012	12:30-15:45	45	Marketing (Päivi)	tbc		Laura Salmi
10.09.2012	9-11:30	2	Project (Laura)	Introduction of project (Laurea marketing)	tbc	Päivi Harmoinen
13.09.2012	12:30-15:45	45	Marketing (Päivi)	tbc	tbc	Päivi Harmoinen, Laura Salmi
17.09.2012	9-11:30	2	Cross-cultural (Tarja)	tbc	tbc	Päivi Harmoinen
20.09.2012	12:30-16	3	Marketing	tbc	tbc	Päivi

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			(Päivi)			Harmoinen, Laura Salmi
24.09.2012	9-11:30	2	Marketing (Päivi)	tbc	tbc	Päivi Harmoinen
27.09.2012	12:30-15:45	3	Marketing	tbc	tbc	Päivi Harmoinen
01.10.2012	9-11:30	2	Marketing	tbc	tbc	Laura Salmi
04.10.2012	12:30-16:15	3	Exam /marketing	Exam (marketing)	tbc	Päivi Harmoinen
08.10.2012	9-11:30	2	Research project?	tbc	tbc	Tarja Chydenius
11.10.2012	12:30-16:15	3	Research project?	tbc	tbc	Tarja Chydenius
15.10.2012	9-12:30	2	Independent work	Small group independent working	tbc	Laura Salmi
18.10.2012	12:30-16:15		Independent work	Small group independent working	tbc	Laura Salmi
22.10.2012	9-11:30	2	Tutoring	Tutoring - timing for small groups /pairs to be confirmed	tbc	Päivi Harmoinen, Laura Salmi
25.10.2012	12:30-16:15	3	Tutoring	Tutoring - timing for small groups / pairs to be confirmed	tbc	Tarja Chydenius
29.10.2012	9-11:30	2	Cross-cultural	tbc	tbc	Päivi Harmoinen
01.11.2012	12:30-16:15		Cross-cultural	tbc	tbc	Laura Salmi
05.11.2012	9-11:30	2	Research project	tbc	tbc	Laura Salmi
08.11.2012	12:30-16:15	3	Independent working	Small group / pair independent working	tbc	Päivi Harmoinen, Laura Salmi
12.11.2012	9-11:30	2	Independent working	Small group / pair independent working	tbc	Laura Salmi
15.11.2012	12:30-16:15	3	Tutoring	Tutoring sessions	tbc	Päivi Harmoinen, Laura Salmi
19.11.2012	9-11:30	2	Tutoring	Tutoring sessions	tbc	Päivi Harmoinen, Laura Salmi
22.11.2012	12:30-16:15	3	?	tbc	tbc	Päivi Harmoinen, Laura Salmi
26.11.2012	9-11:30	2	?	?	tbc	Päivi Harmoinen, Laura Salmi
29.11.2012	12:30-16:15	3	?	?	tbc	Päivi Harmoinen, Laura Salmi
03.12.2012	9-11:30	2	Presentations	Small group presentations part I	tbc	Laura Salmi
10.12.2012	9-11:30	2	Presentations	Small group presentations part II	tbc	Päivi Harmoinen, Laura Salmi

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13.12.2012	12:30-16	3	Feedback discussion	Feedback discussion	tbc	Tarja Chydenius, Päivi Harmoinen, Laura Salmi
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