

## Implementation plan Finished

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|---------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Study unit</b>                                             | Customer-oriented Marketing (A0145), 10.0                                                                                                                                                                                                                                                                                                        |
| <b>Implementation</b>                                         | HBA1311: 1/2013-2014 (26.08.2013 - 13.12.2013)                                                                                                                                                                                                                                                                                                   |
| <b>Type</b>                                                   | INITIATION OF PROFESSIONAL GROWTH (A025)                                                                                                                                                                                                                                                                                                         |
| <b>Groups</b>                                                 | Primary: HBA13SN Others :                                                                                                                                                                                                                                                                                                                        |
| <b>Involved in the project</b>                                |                                                                                                                                                                                                                                                                                                                                                  |
| <b>Lecturers</b>                                              |                                                                                                                                                                                                                                                                                                                                                  |
| <b>Number of participants</b>                                 | <b>Minimum: Maximum:</b>                                                                                                                                                                                                                                                                                                                         |
| <b>Enrolment period</b>                                       | 20.05.2013 08:00 - 02.06.2013                                                                                                                                                                                                                                                                                                                    |
| <b>Main timing for implementation</b>                         |                                                                                                                                                                                                                                                                                                                                                  |
| <b>Applicability</b>                                          | <b>For exchange students:</b> Yes <b>For elective studies:</b> No <b>Open UAS student:</b> No <b>Suitable for virtual UAS:</b> No                                                                                                                                                                                                                |
| <b>Teachers</b>                                               | Harmoinen Päivi (Teacher in charge), Chydenius Tarja (Other teacher), Cseh Monika (Other teacher), Salmi Laura (Other teacher)                                                                                                                                                                                                                   |
| <b>Campus</b>                                                 | Laurea Leppävaara                                                                                                                                                                                                                                                                                                                                |
| <b>Main location for implementation</b>                       |                                                                                                                                                                                                                                                                                                                                                  |
| <b>Implementation method</b>                                  | Optima realization/student group, Other method of implementation, Project/venture/R&D, Web/virtual <b>Language:</b> English <b>Virtuality:</b> 1 cr <b>Integration of R&amp;D:</b> 0 cr                                                                                                                                                          |
| <b>Implementation class</b>                                   |                                                                                                                                                                                                                                                                                                                                                  |
| <b>Focus areas</b>                                            |                                                                                                                                                                                                                                                                                                                                                  |
| <b>Evaluation at the latest</b>                               | 20.01.2014 <b>Storing of graded material ends.:</b> 20.12.2014                                                                                                                                                                                                                                                                                   |
| <b>Exam days</b>                                              |                                                                                                                                                                                                                                                                                                                                                  |
| <b>Having completed the study unit the student is able to</b> | <ul style="list-style-type: none"> <li>• create value for customers by understanding their buying behaviour</li> <li>• analyse and develop a customer-oriented marketing mix</li> <li>• operate in multicultural teams</li> <li>• carry out a small research project with the help of basic quantitative and some qualitative methods</li> </ul> |
| <b>Previous studies</b>                                       |                                                                                                                                                                                                                                                                                                                                                  |
| <b>Contents</b>                                               |                                                                                                                                                                                                                                                                                                                                                  |
| <b>Evaluation criteria and methods</b>                        | Overall study unit assessment: excellent 5 - fail 0 A more detailed assessment criteria for the study unit is announced in Optima at the beginning of the course                                                                                                                                                                                 |
| <b>Other arrangements</b>                                     | Study unit contact sessions will be held on Mondays at 9-11:30 and on Thursdays at 12:30-15:00                                                                                                                                                                                                                                                   |

## Learning events

| Date       | o'clock/at h | Subject                 | Content                                                                                                               | Status   | Teachers                                      |
|------------|--------------|-------------------------|-----------------------------------------------------------------------------------------------------------------------|----------|-----------------------------------------------|
| 27.08.2013 | 15:00-16:30  | Belbin team roles       | Students will conduct Belbin team roles test in it-class.                                                             | it-class | Päivi Harmoinen, Laura Salmi                  |
| 29.08.2013 | 12:30-13:45  | Study unit introduction | Customer-oriented Marketing study unit introduction Teams based on Belbin team roles test & Actions Points -follow-up | class    | Tarja Chydenius, Päivi Harmoinen, Laura Salmi |
| 02.09.2013 | 9-11:30      | 2                       | Marketing, project                                                                                                    | class    | Päivi Harmoinen, Laura Salmi                  |
| 05.09.2013 | 12:30-15     | 2                       | Marketing and Project                                                                                                 | it-class | Päivi Harmoinen,                              |

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|            |          |   |                                |                                                                                                                                                                                             |          |                                 |
|------------|----------|---|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---------------------------------|
|            |          |   |                                | Core Marketing concepts<br><br>Marketing Mix 7Ps<br>Next assignment:<br>Mystery shopping by 12.9.14:30 - 16:00<br>Research project (Laura)                                                  |          | Laura Salmi                     |
| 09.09.2013 | 9-11:30  | 2 | Research project,<br>Marketing | Shared contact session<br><br>Marketing 9-10:15<br><br>Marketing mix 7Ps continued<br><br>Consumer buying process<br>Next assignment: marketing mix by 16.9.10:30-11:30<br>Research project | class    | Päivi Harmoinen,<br>Laura Salmi |
| 12.09.2013 | 12:30-15 | 2 | Marketing, Project             | Shared contact session<br><br>12:30-14:15 Marketing<br><br>Consumer buying behaviour<br><br>Wrap-up of mystery shopping assignment<br>14:30 - 16.00 Research project (Laura)                | it-class | Päivi Harmoinen,<br>Laura Salmi |
| 16.09.2013 | 9-11:30  | 2 | Marketing                      | Wrap of marketing mix assignment<br><br>Consumer buying behaviour                                                                                                                           | it-class | Päivi Harmoinen                 |
| 19.09.2013 | 12:30-15 | 2 | Research project               |                                                                                                                                                                                             | it-class | Laura Salmi                     |
| 23.09.2013 | 9-11:30  | 2 | Marketing                      | Company visit TBWA                                                                                                                                                                          | it-class | Päivi Harmoinen                 |
| 26.09.2013 | 12:30-15 | 2 | Cross-cultural competence      |                                                                                                                                                                                             | class    | Tarja Chydenius                 |
| 30.09.2013 | 9-11:30  | 2 | Research project               |                                                                                                                                                                                             | class    | Laura Salmi                     |
| 03.10.2013 | 12:30-15 | 2 | Cross-cultural competence      |                                                                                                                                                                                             | class    | Tarja Chydenius                 |
| 07.10.2013 | 9-11:30  | 2 | Marketing                      | Marketing communication channels                                                                                                                                                            | class    | Päivi Harmoinen                 |
| 10.10.2013 | 12:30-15 | 2 | Research project               |                                                                                                                                                                                             | class    | Laura Salmi                     |
| 14.10.2013 | 9-11:30  | 2 | Marketing exam                 |                                                                                                                                                                                             | class    | Päivi Harmoinen                 |
| 17.10.2013 | 12:30-15 | 2 | Cross-cultural competence      |                                                                                                                                                                                             | class    | Tarja Chydenius                 |
| 21.10.2013 | 9-11:30  | 2 | Marketing                      | Company visit: TNS Gallup (to be confirmed)                                                                                                                                                 | class    | Päivi Harmoinen                 |
| 24.10.2013 | 12:30-15 | 2 | Research project               |                                                                                                                                                                                             | class    | Laura Salmi                     |
| 28.10.2013 | 9-11:30  | 2 | Research project               |                                                                                                                                                                                             | class    | Laura Salmi                     |

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|------------|----------|---|---------------------|------------------------------------------------|---------------|------------------------------|
| 31.10.2013 | 12:30-15 | 2 | Workshop?           |                                                | class         | Päivi Harmoinen, Laura Salmi |
| 04.11.2013 | 9-11:30  | 2 | Workshop            |                                                | class         | Päivi Harmoinen, Laura Salmi |
| 07.11.2013 | 12:30-15 | 2 | Workshop            |                                                | class         | Päivi Harmoinen, Laura Salmi |
| 11.11.2013 | 9-11:30  | 2 | Workshop            |                                                | class         | Päivi Harmoinen, Laura Salmi |
| 14.11.2013 | 12:30-15 | 2 | Workshop            |                                                | class         | Päivi Harmoinen, Laura Salmi |
| 18.11.2013 | 9-11:30  | 2 | Marketing           | Company visit: IKEA                            | company visit | Päivi Harmoinen, Laura Salmi |
| 21.11.2013 | 12:30-15 | 2 | Workshop            | 21.11. reserved for Kaija Koivusalo's visitor. | class         | Päivi Harmoinen, Laura Salmi |
| 25.11.2013 | 9-11:30  | 2 | Workshop            |                                                | class         | Laura Salmi                  |
| 28.11.2013 | 12:30-15 | 2 | Workshop            |                                                | class         | Laura Salmi                  |
| 02.12.2013 | 9-11:30  | 2 | Workshop            |                                                | class         | Päivi Harmoinen, Laura Salmi |
| 05.12.2013 | 12:30-15 | 2 | Workshop            |                                                | class         | Päivi Harmoinen, Laura Salmi |
| 09.12.2013 | 9-11:30  | 2 | Workshop            | study unit feedback                            | class         | Päivi Harmoinen, Laura Salmi |
| 12.12.2013 | 12:30-15 | 2 | Final presentations |                                                | class         | Päivi Harmoinen, Laura Salmi |