

Implementation plan Finished

Study unit	Commercialisation of Products and Services (A0150), 5.0
Implementation	HBA1221: 2/2012-2013 (07.01.2013 - 21.06.2013)
Type	INITIATION OF PROFESSIONAL GROWTH (A025)
Groups	Primary: HBA12SN Others :
Involved in the project	
Lecturers	Teemu Ylikoski
Number of participants	Minimum: Maximum:
Enrolment period	26.11.2012 08:00 - 02.12.2012
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Tawast Kati (Teacher in charge)
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: 2 cr Integration of R&D: 5 cr
Implementation class	
Focus areas	
Evaluation at the latest	21.07.2013 Storing of graded material ends.: 21.06.2014
Exam days	
Having completed the study unit the student is able to	- plan the commercialisation of products and services - understand the importance of customer oriented marketing operations
Previous studies	
Learning objectives	The target of the study unit Commercialisation of Products & Services is that the student can plan a customer oriented marketing process. The student can take the customer needs into account and choose the right marketing tools for the different customer segments. The student can create and develop customer relationships. The student's know-how shows as an ability to do a commercialisation plan of developed product or service idea.

Learning events

Date	o'clock/at h		Subject	Content	Status	Teachers
08.01.2013	9-11.30	2	Orientation	Presentation of the study unit - goals, working methods and evaluation. Project teams will be formed. Kati Tawast * Cocktail walking - What is commercialisation? * Postcard to myself - 1. What is my goal for this study unit? 2. How will I achieve it ?	Class	
15.01.2013	9-11.30	2	Kick-off of company projects	Kick-off of company projects. Kati Tawast Representatives of Lääkärikeskus Aava,	Class	

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				GR8 Länsiväylä, Yellow Line and Helsingin Tullikikeskus will present company projects. Opportunity to ask questions. Assignment 1: Please describe the example of commercialisation of product of service given to your team. Analyse it and present it to the rest of the group in the workshop on 29.1.2013. Analyse especially the success factors of the commercialisation. The team will give a maximum 10 minutes' presentation.		
22.01.2013	9-11.30	2	Tutoring workshop	Tutoring of project plans. We'll talk about the situation analysis of your projects and start breaking the ice around some methods you will be needing when gathering information for the project. Teemu Ylikoski Assignment 2: Do the project plan and divide the roles and tasks of the project between team members. Return to Optima by 5.2.2013.	Class	
29.01.2013	9-11.30	2	Commercialisation & commercialisation process	Commercialisation & commercialisation process. Kati Tawast Presentation of an analysis of given commercialisation of product or service (see Links folder in Optima). The team will give a maximum 10 minutes' presentation. All teams.	Class	
05.02.2013	9-11.30	2	Digital Marketing	Digital Marketing. Guest speaker & Kati Tawast	Class	
11.02.2013	9-11.30	2	Consumer-Brand Relationships	Consumer-Brand Relationships. Attention: Workshop exceptionally on Monday!!!! Guest speaker: Samil Aledin, 15/30 Research Ltd Kati Tawast	Class	
19.02.2013	9-11.30	2	Self-study	Assignment 3: Self-study: Consumer Behaviour and Segmentation All teams. Assignment 4: Tweet on week 8 a news item related to commercialisation, marketing communications or brands to @katitawast in Twitter. Use #A0150 in tweet. Everybody should also comment one news item tweeted by Kati Tawast.		

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				Everybody		
26.02.2013	9-11.30	2	Productisation and Customer Value as a Part of Building Marketing and Marketing Communications.	Productisation and Customer Value as a Part of Building Marketing and Marketing Communications. Teemu Yikoski	Class	
05.03.2013	9-11.30	2	Tutoring Workshop	Tutoring Workshop of Company Projects. Feedback of Assignment 3. Kati Tawast	Class	
12.03.2013	9-11.30	2	Different forms of Marketing Communications	Different Forms of Marketing Communications: Personal Selling, Advertising, Sales Promotion, Public Relations. Teemu Ylikoski	Class	
19.03.2013	9-11.30	2	Independent working: Company Project	Independent working: Company Project All teams	Class or some other working space	
26.03.2013	9-11.30	2	Independent working: Company Project	Independent Working: Company Project All teams.	Class or some other working space.	
02.04.2013	9-11.30	2	Tutoring Workshop	Tutoring Workshop of Company Projects. Kati Tawast & Teemu Ylikoski	Class	
09.04.2013	9-11	2	Assignment 7: Exam	Assignment 7: Exam Teemu Ylikoski	Class	
16.04.2013	9-11.30	2	Independent Working: Company Project	Independent Working: Company Project (Time preserved for finalizing the project reports & presentations (PowerPoint slides). Return to Optima by 18.4.2013. All teams.	Class of some other working space	
23.04.2013	9-11.30	2	Presentations of Company Project	Presentations of Company Project. All teams. Kati Tawast	Class	
30.04.2013	9-10.30	1	Feedback Discussion on the Study Unit	Feedback Discussion on the Study Unit. Kati Tawast Assignment 8: Analysis of Team Working. Return to Optima by 5.5.2013. Assignment 9: Analysis of Achieving Your own Goals. Return to Optima by 5.5.2013.	IT Class	