

Implementation plan Finished

Study unit	Commercialisation of Products and Services (A0150), 5.0
Implementation	HBA1321: 2/2013-2014 (07.01.2014 - 20.06.2014)
Type	INITIATION OF PROFESSIONAL GROWTH (A025)
Groups	Primary: HBA13SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	02.12.2013 08:00 - 08.12.2013
Main timing for implementation	
Applicability	For exchange students: No 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, Project/venture/R&D, Web/virtual Language: English Virtuality: 2 cr Integration of R&D: 5 cr
Implementation class	
Focus areas	Service business
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
07.01.2014	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 ?		
14.01.2014	9-11.30	2	Kick-off of company projects	Kick-off of company projects. Kati Tawast Representatives of Lääkärikeskus Aava, GR8 Länsiväylä, Yellow Line and		

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				Helsingin Tulkkikeskus 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.		
21.01.2014	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.		
28.01.2014	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.		
04.02.2014	9-11.30	2	Digital Marketing	Digital Marketing. Guest speaker & Kati Tawast		
11.02.2014	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		
18.02.2014	9-11.30	2	Tutoring Workshop	Tutoring Workshop of Company Projects. Feedback of Assignment 3. Kati Tawast		
25.02.2014	9-11.30	2	Different forms of Marketing Communications	Different Forms of Marketing Communications: Personal Selling, Advertising, Sales Promotion, Public Relations. Teemu Ylikoski		
04.03.2014	9-11.30	2	Independent working:	Independent working: Company Project		

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			Company Project	All teams		
11.03.2014	9-11.30	2	Independent working: Company Project	Independent Working: Company Project All teams.		
18.03.2014	9-11.30	2	Tutoring Workshop	Tutoring Workshop of Company Projects. Kati Tawast & Teemu Ylikoski		
25.03.2014	9-11.30	2	Assignment 7: Exam	Assignment 7: Exam Teemu Ylikoski		
01.04.2014	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.		
15.04.2014	9-11.30	2	Presentations of Company Project	Presentations of Company Project. All teams. Kati Tawast		
22.04.2014	9-11	2	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.		