

Implementation plan Being edited

Study unit	Service Business and Marketing (A9264), 10.0
Implementation	MEA1821: 2/2018-2019 (07.01.2019 - 21.06.2019)
Type	BUSINESS AND ENTREPRENEURSHIP IN THE SERVICE FIELD (A910)
Groups	Primary: MEA218SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	12.04.2018 08:00 - 11.04.2018
Main timing for implementation	
Applicability	For exchange students: No For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Antinluoma Sirkka (Other teacher), Jääskeläinen Sari (Other teacher), Vakkuri Miia (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Language: English Virtuality: cr Integration of R&D: cr
Implementation class	
Focus areas	
Evaluation at the latest	21.07.2019 Storing of graded material ends.: 21.06.2020
Exam days	
Having completed the study unit the student is able to	The student is able to • classify the business functions of a service company in the hospitality sector • present the business models and business logic of a service company • segment both business-to-business and consumer customers • apply marketing mix in service business
Previous studies	