

Implementation plan Finished

Study unit	Customer-oriented Marketing (A9293), 5.0
Implementation	HBA1411: 1/2014-2015 (25.08.2014 - 23.12.2014)
Type	DEVELOPING COMPETENCE IN BUSINESS AND ENTREPRENEURSHIP (A855)
Groups	Primary: HBA214SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	19.05.2014 08:00 - 02.06.2014
Main timing for implementation	On working days during daytime
Applicability	For exchange students: No For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Backlund Ove (Teacher in charge)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Project/venture/R&D, Web/virtual Language: English Virtuality: 1 cr Integration of R&D: 4 cr
Implementation class	LbD based on local project or development task
Focus areas	Service business
Evaluation at the latest	23.01.2015 Storing of graded material ends.: 23.12.2015
Exam days	Re-exams: 06.11.2014, 04.12.2014
Having completed the study unit the student is able to	The student is able to • apply the marketing mix model in service business • estimate customer needs and choose the right marketing procedures for different segments • categorize the different phases of a customer relationship
Previous studies	

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
04.09.2014	12.30-15	Introduction, grouping			Ove Backlund
11.09.2014	12.30-15	Lecture, assignment			Ove Backlund
18.09.2014	12.30-15	Lecture, assignment			Ove Backlund
25.09.2014	12.30-15	Lecture			Ove Backlund
02.10.2014	12.30-14	Exam			Ove Backlund
09.10.2014		No class, work on project report			
16.10.2014	12.30-15	Presentation of project reports			Ove Backlund
23.10.2014		Presentation of project reports			Ove Backlund