

Implementation plan Being edited

Study unit	Customer-oriented Marketing (A9293), 5.0
Implementation	HBA1412: 1/2014-2015 (08.09.2014 - 23.12.2014)
Type	DEVELOPING COMPETENCE IN BUSINESS AND ENTREPRENEURSHIP (A855)
Groups	Primary: HBA214SN Others :
Involved in the project	
Lecturers	Maria Ekström
Number of participants	Minimum: Maximum:
Enrolment period	25.08.2014 08:00 - 29.08.2014
Main timing for implementation	According to a schedule agreed by the parties
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Ekström Maria (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Web/virtual Language: English Virtuality: 5 cr Integration of R&D: 0 cr
Implementation class	
Focus areas	Service business, Student entrepreneurship
Evaluation at the latest	30.11.2014 Storing of graded material ends.: 23.12.2015
Exam days	
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
25.09.2014	15:00	2	The course starts	This course is mainly online in the Optima space. We will meet face-to-face on the 25th of September and 6th of November. Presence is not mandatory because all the material will be available in Optima, where all the action will be. The course consists of five modules with a certain rhythm: Module 1 Marketing and me (25th of September - 2nd of October) Module 2 Marketing mix (2nd of October - 9th of October) Module 3 Services marketing (9th of October - 16th of October) Module 4 Learning circle (deadline 23rd of October) Module 5 Company Cases (deadline 30th of October)	Laurea Leppävaara	
06.11.2014	15:00	2	Reflecting on the course		Laurea Leppävaara	