

Implementation plan Finished

Study unit	Customer-oriented Marketing (A9293), 5.0
Implementation	HBA1511: 1/2015-2016 (24.08.2015 - 23.12.2015)
Type	DEVELOPING COMPETENCE IN BUSINESS AND ENTREPRENEURSHIP (A855)
Groups	Primary: HBA215SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	18.05.2015 08:00 - 31.05.2015
Main timing for implementation	
Applicability	For exchange students: No For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: No
Teachers	Setälä Sini (Teacher in charge)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group Language: English Virtuality: 0 cr Integration of R&D: 2 cr
Implementation class	
Focus areas	Service business
Evaluation at the latest	23.01.2016 Storing of graded material ends.: 23.12.2016
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
22.09.2015	9-11.30	Orientation, The basic "truths" of marketing			
29.09.2015	9-11.30	The marketing environments			
06.10.2015	9-11.30	Customer relationships			
20.10.2015	9-11.30	Segmentation and buying behaviour			
27.10.2015	9-11.30	Group Work - intermediate check-up			
17.11.2015	9-11.30	The Marketing Mix			
24.11.2015	9-11.30	The Marketing			

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			Mix			
01.12.2015	8-11.30		Group Work - final presentations			
08.12.2015	9-11.30		Feedback and discussion			