

Implementation plan Finished

Study unit	Customer-oriented Marketing (A9293), 5.0
Implementation	HBA1611: 1/2016-2017 (29.08.2016 - 23.12.2016)
Type	DEVELOPING COMPETENCE IN BUSINESS AND ENTREPRENEURSHIP (A855)
Groups	Primary: HBA216SN Others :
Involved in the project	
Lecturers	Sini Setälä and visitors
Number of participants	Minimum: Maximum:
Enrolment period	16.05.2016 08:00 - 31.05.2016
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: 3 cr
Implementation class	
Focus areas	Service business
Evaluation at the latest	23.01.2017 Storing of graded material ends.: 23.12.2017
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
05.09.2016	12.30-15	Orientation, Basic Truths about Marketing, The Marketing Process			
12.09.2016	12.30-15	Company Presentation			
19.09.2016	12.30-15	Operating Environments			
26.09.2016	12.30-15	Project Plans	Presence compulsory		
03.10.2016	12.30-15	Customer Relationship Marketing			
10.10.2016	12.30-15	Buying Behaviour and Segmentation			
24.10.2016	12.30-15	Intermediate	Presence compulsory		

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			Check-up			
07.11.2016	12.30-15		Marketing Mix			
14.11.2016	12.30-15		Individual Feedback for "My Company"			
28.11.2016	12.30-15		Discussion and Feedback			
14.12.2016	9-12.30		Final Presentations	Presence compulsory		