

Implementation plan Finished

Study unit	Customer-oriented Marketing (A9293), 5.0
Implementation	HCA1411: 1/2014-2015 (21.10.2014 - 09.12.2014)
Type	DEVELOPING COMPETENCE IN BUSINESS AND ENTREPRENEURSHIP (A855)
Groups	Primary: HCA214SN 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	06.01.2015 Storing of graded material ends.: 23.12.2015
Exam days	Re-exams: 22.01.2015, 12.02.2015
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
11.11.2014	12.30-15	Lecture, assignment			Ove Backlund
18.11.2014	12.30-14.30	Exam			Ove Backlund
25.11.2014		No class (project work)			Ove Backlund
02.12.2014	12-30-15	Presentation of project work			Ove Backlund
09.12.2014	12.30-15	Presentation of project work			Ove Backlund