

## Implementation plan Finished

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|---------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Study unit</b>                                             | Customer-oriented Marketing (A9293), 5.0                                                                                                                                                                                                                                                               |
| <b>Implementation</b>                                         | HCA1511: 1/2015-2016 (24.08.2015 - 23.12.2015)                                                                                                                                                                                                                                                         |
| <b>Type</b>                                                   | DEVELOPING COMPETENCE IN BUSINESS AND ENTREPRENEURSHIP (A855)                                                                                                                                                                                                                                          |
| <b>Groups</b>                                                 | Primary: HCA215SN Others :                                                                                                                                                                                                                                                                             |
| <b>Involved in the project</b>                                |                                                                                                                                                                                                                                                                                                        |
| <b>Lecturers</b>                                              |                                                                                                                                                                                                                                                                                                        |
| <b>Number of participants</b>                                 | <b>Minimum: Maximum:</b>                                                                                                                                                                                                                                                                               |
| <b>Enrolment period</b>                                       | 18.05.2015 08:00 - 31.05.2015                                                                                                                                                                                                                                                                          |
| <b>Main timing for implementation</b>                         |                                                                                                                                                                                                                                                                                                        |
| <b>Applicability</b>                                          | <b>For exchange students:</b> No <b>For elective studies:</b> Yes <b>Open UAS student:</b> Yes <b>Suitable for virtual UAS:</b> No                                                                                                                                                                     |
| <b>Teachers</b>                                               | Setälä Sini (Teacher in charge)                                                                                                                                                                                                                                                                        |
| <b>Campus</b>                                                 | Laurea Leppävaara                                                                                                                                                                                                                                                                                      |
| <b>Main location for implementation</b>                       | At the campus                                                                                                                                                                                                                                                                                          |
| <b>Implementation method</b>                                  | Optima realization/student group <b>Language:</b> English <b>Virtuality:</b> 0 cr <b>Integration of R&amp;D:</b> 2 cr                                                                                                                                                                                  |
| <b>Implementation class</b>                                   |                                                                                                                                                                                                                                                                                                        |
| <b>Focus areas</b>                                            | Security, safety and social responsibility                                                                                                                                                                                                                                                             |
| <b>Evaluation at the latest</b>                               | 23.01.2016 <b>Storing of graded material ends.:</b> 23.12.2016                                                                                                                                                                                                                                         |
| <b>Exam days</b>                                              |                                                                                                                                                                                                                                                                                                        |
| <b>Having completed the study unit the student is able to</b> | The student is able to <ul style="list-style-type: none"> <li>• apply the marketing mix model in service business</li> <li>• estimate customer needs and choose the right marketing procedures for different segments</li> <li>• categorize the different phases of a customer relationship</li> </ul> |
| <b>Previous studies</b>                                       |                                                                                                                                                                                                                                                                                                        |

## Learning events

| Date       | o'clock/at h | Subject                                      | Content | Status | Teachers |
|------------|--------------|----------------------------------------------|---------|--------|----------|
| 25.09.2015 | 12.30-15     | Orientation, the basic "truths" of marketing |         |        |          |
| 02.10.2015 | 12.30-15     | The Operating Environments                   |         |        |          |
| 09.10.2015 | 12.30-15     | Customer Relationships                       |         |        |          |
| 23.10.2015 | 12.30-15     | Segmentation and Buying Behaviour            |         |        |          |
| 30.10.2015 | 12.30-15     | The Marketing Mix                            |         |        |          |
| 06.11.2015 | 12.30-15     | The Marketing Mix                            |         |        |          |
| 20.11.2015 | 12.30-15     | Group Work - Presentations                   |         |        |          |

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|------------|----------|--|----------------------------|--|--|--|
| 27.11.2015 | 12.30-15 |  | Individual<br>Feedback     |  |  |  |
| 11.12.2015 | 12.30-15 |  | Feedback and<br>Discussion |  |  |  |