

Implementation plan Being edited

Study unit	Customer-oriented Marketing (A9293), 5.0
Implementation	HCA1611: 1/2016-2017 (29.08.2016 - 23.12.2016)
Type	DEVELOPING COMPETENCE IN BUSINESS AND ENTREPRENEURSHIP (A855)
Groups	Primary: HCA216SN Others :
Involved in the project	
Lecturers	
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	Siuruainen Riikka (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	Security, safety and social responsibility
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	