

Implementation plan Finished

Study unit	Service Marketing and Selling (A9306), 5.0
Implementation	HYA1421: 2/2014-2015 (07.01.2015 - 19.06.2015)
Type	BUSINESS AND LEADERSHIP COMPETENCES IN SERVICE INNOVATION (A863)
Groups	Primary: HYA214SJ Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	01.12.2014 08:00 - 07.12.2014
Main timing for implementation	According to a schedule agreed by the parties
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: Yes
Teachers	Ekström Maria (Teacher in charge), Kaartti Virpi (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group Language: English Virtuality: 2 cr Integration of R&D: 2 cr
Implementation class	LbD supporting knowledge and skills development
Focus areas	Service business
Evaluation at the latest	19.07.2015 Storing of graded material ends.: 19.06.2016
Exam days	
Having completed the study unit the student is able to	• explain the evolution of services marketing thought • identify the strategic approach in service marketing • establish, maintain and develop customer relationships • conceptualize and sell services
Previous studies	

Learning events

Date	o'clock/at	h	Subject	Content	Status	Teachers
15.01.2015	9	7	Branding and selling services in a B2B context		253	