

Implementation plan Finished

Study unit	Service Marketing and Selling (A9306), 5.0
Implementation	HYA21521: 2/2015-2016 (15.01.2016 - 12.05.2016)
Type	BUSINESS AND LEADERSHIP COMPETENCES IN SERVICE INNOVATION (A863)
Groups	Primary: HYA215SJ Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: 12 Maximum: 35
Enrolment period	30.11.2015 08:00 - 07.12.2015
Main timing for implementation	According to a schedule agreed by the parties
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Ekström Maria (Teacher in charge)
Campus	Laurea Leppävaara
Main location for implementation	Outside Laurea
Implementation method	Optima realization/student group, Project/venture/R&D Language: English Virtuality: 3 cr Integration of R&D: 5 cr
Implementation class	
Focus areas	Service business, Student entrepreneurship
Evaluation at the latest	23.07.2016 Storing of graded material ends.: 23.06.2017
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	