

Implementation plan Finished

Study unit	Service Marketing and Selling (A9306), 5.0
Implementation	HYA21721: 2/2017-2018 (08.01.2018 - 22.06.2018)
Type	BUSINESS AND LEADERSHIP COMPETENCES IN SERVICE INNOVATION (A863)
Groups	Primary: HYA217SJ Others :
Involved in the project	
Lecturers	Henrich Nyman, Johanna Arantola-Hattab
Number of participants	Minimum: 12 Maximum: 35
Enrolment period	27.11.2017 08:00 - 08.12.2017
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: No
Teachers	Kaarti 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: 3 cr
Implementation class	
Focus areas	Service business
Evaluation at the latest	22.07.2018 Storing of graded material ends.: 22.06.2019
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	
Contents	The study unit consists of three contact days and assignments.
Other arrangements	Contact sessions: 11.1. at 9:00-16:30, 1.3. at 16:30-19:30 & 28.4. at 9:00-16:30