

Implementation plan Missing

Study unit	Service Marketing and Selling (A9306), 5.0
Implementation	HYA21821: 2/2018-2019 (07.01.2019 - 21.06.2019)
Type	BUSINESS AND LEADERSHIP COMPETENCES IN SERVICE INNOVATION (A863)
Groups	Primary: HYA218SJ Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	12.04.2018 08:00 - 11.04.2018
Main timing for implementation	
Applicability	For exchange students: No For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Language: English Virtuality: cr Integration of R&D: cr
Implementation class	
Focus areas	
Evaluation at the latest	21.07.2019 Storing of graded material ends.: 21.06.2020
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	