

Implementation plan Finished

Study unit	Interactive Events (E0031), 5.0
Implementation	MTE1012: 1/2010-2011 (30.08.2010 - 20.12.2010)
Type	SERVICE CULTURE (E012)
Groups	Primary: MTE10SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	24.05.2010 08:00 - 06.06.2010
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Rinne Tarja (Teacher in charge), Isacson Annica (Other teacher)
Campus	Laurea Kerava
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Project/venture/R&D Language: English Virtuality: 0 cr Integration of R&D: 5 cr
Implementation class	
Focus areas	
Evaluation at the latest	20.01.2011 Storing of graded material ends.: 20.12.2011
Exam days	
Having completed the study unit the student is able to	Students will be able to: - plan and execute small-scale events - develop process approach to event organizing and management - understand the role of marketing and practice marketing planning - produce plans, budgets, schedules, evaluation forms and other essential documents in event management
Previous studies	
Contents	1. Learning circle2. Students plan and realize International Week in Laurea Kerava (week 44, 1.-5.11.2010)- planning - participating to the event - final report
Study material	Allison Saget, The event marketing handbook : beyond logistics and planning. Dearborn Trade, 2006 (Available in e-library in Laurus) or optional book concerning "Event Management"
Evaluation criteria and methods	1. Learning circle/ 5-12. International week /5-1
Project (name)	International Week 1.-5.11.2010
Other arrangements	Weekly schedule, course requirements and assessment will be provided in detail during the introduction lecture.First lecture (introduction to the study unit) is compulsory to attend!