

Implementation plan Finished

Study unit	Interactive Events (E0031), 5.0
Implementation	MTE1111: 1/2011-2012 (29.08.2011 - 19.12.2011)
Type	SERVICE CULTURE (E012)
Groups	Primary: MTE11SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	23.05.2011 08:00 - 05.06.2011
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)
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	Students plan and realize International Week in Laurea Kerava (week 44, 1.-5.11.2010)
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	
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!