

Implementation plan Finished

Study unit	Interactive Events (E0031), 5.0
Implementation	MTE1211: 1/2012-2013 (27.08.2012 - 21.12.2012)
Type	SERVICE CULTURE (E012)
Groups	Primary: MTE12SN Others :
Involved in the project	
Lecturers	Leena Kuosmanen and Ruusa Tanhuanpää
Number of participants	Minimum: Maximum:
Enrolment period	21.05.2012 08:00 - 03.06.2012
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Kuosmanen Leena (Teacher in charge), Ligthart Ruusa (Other teacher)
Campus	Laurea Kerava
Main location for implementation	
Implementation method	Project/venture/R&D Language: English Virtuality: 1 cr Integration of R&D: 4 cr
Implementation class	
Focus areas	
Evaluation at the latest	21.01.2013 Storing of graded material ends.: 21.12.2013
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	