

Implementation plan Finished

Study unit	Tourism Marketing (E0059), 10.0
Implementation	MTE1211: 1/2012-2013 (27.08.2012 - 21.12.2012)
Type	COMMUNICATIONS AND TOURISM COMPETENCE (E023)
Groups	Primary: MTE10SN Others :
Involved in the project	
Lecturers	
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	Rinne Tarja (Other teacher)
Campus	Laurea Kerava
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Project/venture/R&D, Web/virtual Language: English Virtuality: 2 cr Integration of R&D: 8 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	- understand the basics of marketing in tourism industry - discuss the characteristics of hospitality and services marketing - recognize and use the key terms of marketing - plan marketing activities for tourism services and for destinations - conduct research, development and innovation projects applying the existing knowledge and methods of the field - know the prerequisites for profitable and customer-oriented operations - possess entrepreneurial skills
Previous studies	