

Implementation plan Finished

Study unit	Tourism Marketing (E0059), 10.0
Implementation	MTE1411: 1/2014-2015 (25.08.2014 - 23.12.2014)
Type	COMMUNICATIONS AND TOURISM COMPETENCE (E023)
Groups	Primary: MTE12SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	19.05.2014 08:00 - 02.06.2014
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: Yes
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, Web/virtual Language: English Virtuality: 2 cr Integration of R&D: 8 cr
Implementation class	
Focus areas	Service business
Evaluation at the latest	20.01.2014 Storing of graded material ends.: 20.12.2014
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	