

Implementation plan Finished

Study unit	Marketing in a Digital World (E9993), 5.0
Implementation	CCE1611: 1/2016-2017 (12.09.2016 - 23.10.2016)
Type	DIGITAL BUSINESS CLOUD (E267)
Groups	Primary: CCE16SY Others :
Involved in the project	
Lecturers	Virtual course
Number of participants	Minimum: Maximum:
Enrolment period	16.05.2016 08:00 - 31.05.2016
Main timing for implementation	According to student's own schedule
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: Yes
Teachers	Kurkela Ilkka (Teacher in charge), Marmo Marjaana (Other teacher), Mononen Asko (Other teacher), Nolvi Anna (Other teacher), Temisevä Sini (Other teacher)
Campus	Laurea Kerava
Main location for implementation	Virtually
Implementation method	Web/virtual Language: English Virtuality: 5 cr Integration of R&D: 2 cr
Implementation class	LbD supporting knowledge and skills development
Focus areas	Technological competence and entrepreneurship (FUAS)
Evaluation at the latest	16.01.2017 Storing of graded material ends.: 16.12.2017
Exam days	
Having completed the study unit the student is able to	The student is able to • understand the principles and evolution of digital marketing • dominates the concepts of paid, owned, and earned media • make use of the core digital tools to support marketing communication and planning • summarize and apply law issues in digital marketing
Previous studies	