

Implementation plan Finished

Study unit	Digital Marketing Channels (E9994), 5.0
Implementation	CCE1611: 1/2016-2017 (24.10.2016 - 04.12.2016)
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), Mononen Asko (Other teacher), Nolvi Anna (Other teacher), Saarikoski Ville (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 • perform social media marketing and website marketing • build an online advertising campaign • plan a video marketing campaign • explain the social marketing concept as well as sales & tools for email marketing • make use of Search Engine Optimization (SEO), Search Engine Marketing (SEM) and website analytics • explain how company can build relevant visibility in Google
Previous studies	