

Implementation plan Being edited

Study unit	Brands and Quality Management (F7096), 5.0
Implementation	CCF1521: 2/2015-2016 (04.01.2016 - 23.06.2016)
Type	BRAND MANAGEMENT (B064)
Groups	Primary: CCF15SY Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	30.11.2015 08:00 - 07.12.2015
Main timing for implementation	On working days during daytime
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	
Campus	HAMK ja LAMK
Main location for implementation	At the campus
Implementation method	Other method of implementation Language: English Virtuality: 0 cr Integration of R&D: 0 cr
Implementation class	
Focus areas	
Evaluation at the latest	23.07.2016 Storing of graded material ends.: 23.06.2017
Exam days	
Having completed the study unit the student is able to	The student is able to: • understand the importance of branding and brands to businesses • understand the conditions of successful brand expansion • identify the reasons why brands fail • discuss brand values, mission, personality • identify quality • discuss the history and development of quality • discuss the elements and attributes of the most prevalent quality tools
Previous studies	