

## Implementation plan Finished

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| Study unit                                             | Marketing Communication (F7103), 5.0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Implementation                                         | CCF1511: 1/2015-2016 (24.08.2015 - 30.06.2016)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Type                                                   | DIGITAL BUSINESS (F040)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Groups                                                 | Primary: CCF15SY Others :                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Involved in the project                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Lecturers                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Number of participants                                 | <b>Minimum: Maximum:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Enrolment period                                       | 18.05.2015 08:00 - 31.05.2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Main timing for implementation                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Applicability                                          | <b>For exchange students: No For elective studies: No Open UAS student: No Suitable for virtual UAS: No</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Teachers                                               | Kyttä Janika (Teacher in charge), Mononen Asko (Other teacher)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Campus                                                 | Laurea Lohja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Main location for implementation                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Implementation method                                  | Project/venture/R&D <b>Language:</b> English <b>Virtuality:</b> 0 cr <b>Integration of R&amp;D:</b> 5 cr                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Implementation class                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Focus areas                                            | Service business, Student entrepreneurship                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Evaluation at the latest                               | 23.01.2016 <b>Storing of graded material ends.:</b> 23.12.2016                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Exam days                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Having completed the study unit the student is able to | <p>The student is able to:</p> <ul style="list-style-type: none"> <li>• utilize different methods of market research in analyzing business</li> <li>• define the principles, benefits and challenges of integrated marketing communications</li> <li>• command the tools for marketing communication and draft a plan for marketing communication to different target groups or events (e.g. fairs, campaigns etc.) taking into consideration the different channel opportunities</li> <li>• analyze the importance of business image to the company and master the elements of building corporate and product brands</li> </ul> |
| Previous studies                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |