

Implementation plan Finished

Study unit	Marketing Communication (F7103), 5.0
Implementation	CCF1521: 2/2015-2016 (01.03.2016 - 31.05.2016)
Type	DIGITAL BUSINESS (F040)
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	
Applicability	For exchange students: No For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Kyttä Janika (Teacher in charge), Seppä-Kortelainen Sini (Other teacher)
Campus	HAMK ja LAMK
Main location for implementation	
Implementation method	Other method of implementation, Project/venture/R&D Language: English Virtuality: 0 cr Integration of R&D: 0 cr
Implementation class	
Focus areas	Service business
Evaluation at the latest	30.06.2016 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: • utilize different methods of market research in analyzing business • define the principles, benefits and challenges of integrated marketing communications • 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 • analyze the importance of business image to the company and master the elements of building corporate and product brands
Previous studies	