

## Implementation plan Missing

|                                                        |                                                                                                                                                                                                                                                                                                                                                 |
|--------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Study unit                                             | Marketing Management (F7104), 5.0                                                                                                                                                                                                                                                                                                               |
| Implementation                                         | CCF1611: 1/2016-2017 (29.08.2016 - 16.12.2016)                                                                                                                                                                                                                                                                                                  |
| Type                                                   | DIGITAL BUSINESS (F040)                                                                                                                                                                                                                                                                                                                         |
| Groups                                                 | Primary: CCF16SY Others :                                                                                                                                                                                                                                                                                                                       |
| Involved in the project                                |                                                                                                                                                                                                                                                                                                                                                 |
| Lecturers                                              |                                                                                                                                                                                                                                                                                                                                                 |
| Number of participants                                 | <b>Minimum: Maximum:</b>                                                                                                                                                                                                                                                                                                                        |
| Enrolment period                                       | 16.05.2016 08:00 - 31.05.2016                                                                                                                                                                                                                                                                                                                   |
| 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 (Other teacher), Mononen Asko (Other teacher)                                                                                                                                                                                                                                                                                      |
| Campus                                                 | Laurea Lohja                                                                                                                                                                                                                                                                                                                                    |
| Main location for implementation                       |                                                                                                                                                                                                                                                                                                                                                 |
| Implementation method                                  | <b>Language:</b> English <b>Virtuality:</b> cr <b>Integration of R&amp;D:</b> cr                                                                                                                                                                                                                                                                |
| Implementation class                                   |                                                                                                                                                                                                                                                                                                                                                 |
| Focus areas                                            |                                                                                                                                                                                                                                                                                                                                                 |
| Evaluation at the latest                               | 16.01.2017 <b>Storing of graded material ends.:</b> 16.12.2017                                                                                                                                                                                                                                                                                  |
| Exam days                                              |                                                                                                                                                                                                                                                                                                                                                 |
| Having completed the study unit the student is able to | The student is able to: <ul style="list-style-type: none"> <li>• know elements of marketing management and create marketing strategy</li> <li>• understand consumer behaviour in different environments</li> <li>• utilize digital tools and social media in consumer interaction</li> <li>• plan and manage marketing communication</li> </ul> |
| Previous studies                                       |                                                                                                                                                                                                                                                                                                                                                 |