

TOTEUTUSSUUNNITELMA Valmis

Opintojakso	Integrated Digital Sales and Marketing (R0293), 5.0
Toteutus	TOG1711: 1/2017-2018 (02.10.2017 - 22.12.2017)
Tyyppi	DIGITAL MARKETING AND SALES (R050)
Ryhmät	Ensisijainen: TOG17SY Muut:
Projektissa mukana	
Luennoitsijat	Ohjaajat Marjaana Marmo, Asko Mononen
Osallistujamäärät	Minimi: 20 Maksimi:
Ilmoittautumisaika	15.05.2017 08:00 - 31.05.2017
Pääsääntöinen toteutusajankohta	
Soveltuvuus	Vaihto-opiskelijoille: Kyllä Vapaasti valittaviin: Kyllä Avoimen opisk: Kyllä Soveltuu virtuaali-AMK:n opintoihin: Kyllä
Opettajat	Marstio Tuija (Vastuopettaja), Seppänen Miia (Vastuopettaja), Marmo Marjaana (Muu opettaja), Mononen Asko (Muu opettaja)
Kampus	Laurea Otaniemi
Pääsääntöinen toteutuspaikka	
Toteutustapa	Verkko/virtuaali Kieli: englanti Virtuaalisuus: 5 op T&k-integraatio: 1 op
Toteutusluokka	Tieto- ja taitoperustaa vahvistava, LbD
Painoalat	
Arviointi viimeistään	22.01.2018 Suoritusmateriaalin arkistointi päättyy: 22.12.2018
Tenttipäivät	
Opintojakson suoritettuaan opiskelija osaa	The student is able to • build presence in internet and social media • make use of Search Engine Optimization (SEO), Search Engine Marketing (SEM) and website analytics • build an online advertising campaign • integrate campaign to sales activities
Edeltävät opinnot	
Edeltävät opinnot, lisätietoja	Recommended: Digital Service Business and Marketing, R0218
Keskeinen sisältö	Core contents: • Combining social media with your website • Online advertising + campaign • SEO, SEM, Website Analytics • Social and email marketing • Law issues in digital marketing
Oppimateriaali	Online learning sources. All links are provided in the learning platform.
Ohjaus ja viestintä	Please note that this course will start 2nd of October and that it will be carried out 100% online. During the course we will organize altogether 3 webinars (online meetings) which are of informative nature: you can ask questions and we will be giving feedback on the tasks carried out.
Arviointikriteerit ja arviointimenetelmät	There will be no exam. The grade is based on the scoring of individual tasks of the course. The task may be a quiz, task in a discussion area, blogging task, analysis of a case or a traditional task to be returned as written text or file upload in the tasks page. All the tasks are to be carried out individually in order to pass the course. Evaluation criteria for the tasks: Grades 1-2: Student shows in the answers that she/he understands the basics of the issue. It shows that she/he has watched the videos, read the

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	material from the course page. Student shows that she/he is able to use the possible tools given. Grades 3-4: Student shows her/his ability think deeply and add own opinions to the issue. It is easy to indicate that she/he has spent time with the material from the course page. Student shows that she/he is able to use possible tools given and finds clear development ideas for the possible selected companies. Grades 5: Student shows very good and clear understanding of the issue. She/he has most likely searched about the topic in addition to the course material and is capable to refer to additional findings. Student is very familiar with the tools presented (if any) and can argument development ideas for selected companies. The ability to think deeply about the issue shows clearly from the written text and video tasks. The student has contributed to other students' discussions/blogs.
Muut toteutusjärjestelyt	The course will take place in the Eliademy learning platform . You will receive an invitation to this platform by email from the instructors.