

Implementation plan Finished

Study unit	Customer Relationship Management (R0388), 10.0
Implementation	CCA1711: 1/2017-2018 (28.08.2017 - 22.12.2017)
Type	CUSTOMER RELATIONSHIPS AND MARKETING (R049)
Groups	Primary: CCA17SY Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	15.05.2017 08:00 - 31.05.2017
Main timing for implementation	On working days during daytime
Applicability	For exchange students: Yes For elective studies: No Open UAS student: Yes Suitable for virtual UAS: Yes
Teachers	Mononen Asko (Teacher in charge), Vesterinen Oskari (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group, Web/virtual Language: English Virtuality: 2 cr Integration of R&D: 0 cr
Implementation class	LbD based on local project or development task
Focus areas	Service business
Evaluation at the latest	22.01.2018 Storing of graded material ends.: 22.12.2018
Exam days	
Having completed the study unit the student is able to	The student is able • to describe the customer's purchase process and communicate about the benefits produced for customers • to analyse the factors related to purchasing behaviour • to identify the different roles taken on by company management • to gather and utilise data on customers • to create a customer relationship management plan and organisation • to select operative measures for sales and marketing
Previous studies	