

Implementation plan Finished

Study unit	Marketing project (V1464), 5.0
Implementation	CCV1611: 1/2016-2017 (29.08.2016 - 23.12.2016)
Type	PROJECT MANAGEMENT (V070)
Groups	Primary: CCV16SY Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum: 6
Enrolment period	16.05.2016 08:00 - 31.05.2016
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Karppanen Mikko (Other teacher), Rautio Jukka (Other teacher), Wainio Elina (Other teacher)
Campus	Laurea Tikkurila
Main location for implementation	At the campus
Implementation method	Project/venture/R&D Language: English Virtuality: 0 cr Integration of R&D: 0 cr
Implementation class	LbD based on entrepreneurship
Focus areas	Service business
Evaluation at the latest	23.01.2017 Storing of graded material ends.: 23.12.2017
Exam days	
Having completed the study unit the student is able to	The student is able to: • understand the purpose of marketing based on the needs of an organization's customers and other stakeholders • plan, conduct and measure marketing operations with relevant tools and methods.
Previous studies	