

Implementation plan Finished

Study unit	Strategic B-to-B Marketing Management in a Global Context (00314), 20.0
Implementation	HBA1112: 1/2011-2012 (29.08.2011 - 19.12.2011)
Type	MANAGING A BUSINESS IN THE GLOBAL MARKETPLACE (104)
Groups	Primary: HBA09SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	-
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	De Arruda Camara Antonius (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Project/venture/R&D Language: English Virtuality: 0 cr Integration of R&D: 20 cr
Implementation class	
Focus areas	
Evaluation at the latest	19.01.2012 Storing of graded material ends.: 19.12.2012
Exam days	
Having completed the study unit the student is able to	• plan and execute B-to-B marketing in various business areas and cultural environments • seek and analyse information on different market areas • develop customer relations and understand the relationships throughout the supply chain • understand the role of network knowledge in business development • understand the significance of integrated marketing communication and the impact of culture on communication
Previous studies	