

Implementation plan Finished

Study unit	Strategic B-to-B Marketing Management in a Global Context (00314), 20.0
Implementation	HBA1121: 2/2011-2012 (02.01.2012 - 22.06.2012)
Type	MANAGING A BUSINESS IN THE GLOBAL MARKETPLACE (104)
Groups	Primary: HBA09SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: 15 Maximum: 25
Enrolment period	28.11.2011 08:00 - 04.12.2011
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Backlund Ove (Teacher in charge), Matilainen Taru (Other teacher), Tissari Lassi (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Project/venture/R&D Language: English Virtuality: 2 cr Integration of R&D: 10 cr
Implementation class	
Focus areas	
Evaluation at the latest	30.05.2012 Storing of graded material ends.: 31.12.2012
Exam days	Re-exams: 05.05.2011, 09.06.2011
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	
Learning objectives	xxx
Contents	• managing global business in complex B-to-B environments • international market entry modes • implementing research projects in B-to-B markets • integrated B-to-B marketing communications • managing business processes • planning and managing business processes
Study material	Title Business marketing management : a strategic view of industrial and organizational markets / Michael D. Hutt, Thomas W. Speh. Authors Hutt, Michael D.

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	ISBN0-324-19043-3 (sid.) Edition8th ed. TypeOheis AvailabilityIn Laurea library Update Delete TitleBusiness to business marketing : analysis & practice in a dynamic environment / Robert P. Vitale, Joseph J. Giglierano. AuthorsVitale, Robert P. ISBN0-324-07296-1 (sid.) TypeTenti AvailabilityIn Laurea library Update Delete TitleIndustrial marketing strategy / Frederick E. Webster. AuthorsWebster, Frederick E. ISBN0-471-11989-X Edition3rd ed. TypeTenti AvailabilityIn Laurea library Update Delete TitleInternational marketing strategy : analysis, development and implementation / Isobel Doole, Robin Lowe.
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	AuthorsDoole, Isobel. ISBN1-84480-025-3 Edition4th ed. TypeTentti Availability In Laurea library Update Delete
Evaluation criteria and methods	Module 1 (Juhani Kettunen) 40% - International trading environment/International political and monetary environment - Social and cultural considerations in international marketing - Assignments/exam 50/50 Module 2 (Ove Backlund) 40% - International B2B marketing management strategy and implementation - Project report/exam 60/40 Module 3 (Antero Päiviö) 25% - Future studies - Relationship marketing - Assignments/exam 20/80

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
			Week 37-39 Introduction, international trading environment/political and monetary environment (Ove Backlund, Juhani Kettunen)	tba	

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				Week 40 B2B marketing communication (Andreas Zehetner) Week 41-42 Int. B2B marketing strat. and implementation (Ove Backlund) Week 43 Social and cultural considerations (Juhani Kettunen) Week 44 Future studies (Antero Päiviö) Week 45-46 Relationship marketing (Antero Päiviö) Week 47 Workshop (Ove Backlund) Week 48 No lectures, exam (Juhani Kettunen) Week 49-50 Project report presentations (Ove Backlund) Week 51 Exam (Ove Backlund/Antero Päiviö)		
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