

Implementation plan Finished

Study unit	Strategic B-to-B Marketing Management (A0154), 10.0
Implementation	HBA1321: 2/2013-2014 (27.01.2014 - 19.05.2014)
Type	DEVELOPMENT OF CORE COMPETENCES IN THE FIELD (A026)
Groups	Primary: HBA12SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	02.12.2013 08:00 - 08.12.2013
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), Tawast Kati (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Project/venture/R&D, Web/virtual Language: English Virtuality: 1 cr Integration of R&D: 5 cr
Implementation class	
Focus areas	Service business
Evaluation at the latest	22.07.2012 Storing of graded material ends.: 22.06.2014
Exam days	Re-exams: 22.05.2014, 10.06.2014
Having completed the study unit the student is able to	• Seek and analyse information on different international trading, political, monetary and cultural environments • Determine appropriate research approaches for B-to-B markets • Plan and execute business in complex B-to-B environments and throughout the supply chain • Develop control tools for the strategy
Previous studies	

Learning events

Date	o'clock/at h		Subject	Content	Status	Teachers
03.03.2014	9-11.30		Marketing management, project instructions OB			
06.03.2014	12.30-15		Visiting lecturer Mika Alatonen Norpe			
10.03.2014	09-11.30		Visiting lecturer Susanne Ranta-Kiiski Novita			
13.03.2014	12.30-15		Independent working, Tutoring OB, please contact			

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17.03.2014	9-11.30		Marketing management OB			
20.03.2014			Independent working			
24.03.2014	9-11.30		Marketing management OB			
27.03.2014			Independent working			
31.03.2014			Independent working			
03.04.2014			Independent working			
07.04.2014			International week, various lectures			
10.04.2014			International week, various classes			
14.04.2014	10-11.30		Project report presentations OB			
17.04.2014			Project report presentations			
21.04.2014			Easter, no class			
24.04.2014	12.30-15		Project report presentations OB			
28.04.2014	9-11.30		Project report presentations OB			