

Implementation plan Finished

Study unit	Strategic B-to-B Marketing Management (A0154), 10.0
Implementation	HBA1421: 2/2014-2015 (07.01.2015 - 30.04.2015)
Type	DEVELOPMENT OF CORE COMPETENCES IN THE FIELD (A026)
Groups	Primary: HBA13SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	01.12.2014 08:00 - 07.12.2014
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Backlund Ove (Teacher in charge), Siuruainen Riikka (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Project/venture/R&D, Web/virtual Language: English Virtuality: 2 cr Integration of R&D: 6 cr
Implementation class	
Focus areas	
Evaluation at the latest	30.05.2015 Storing of graded material ends.: 20.06.2016
Exam days	
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	