

## Course Descriptions NonDegree 2013-2014

Course Title	Customer Analysis							
Course Code	EBC4079							
ECTS Credits	6,5							
Assessment	None							
Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
	1	2-9-2013	25-10-2013		X/E			X/E
	4	3-2-2014	4-4-2014		X/E			X/E
Level	Advanced							
Coordinator	Caroline Goukens For more information:c.goukens@maastrichtuniversity.nl							
Language of instruction	English							
Goals	<p>This course aims to provide advanced knowledge and understanding of customer behaviour. Customer analysis is the cornerstone of marketing in all its facets. Both when studying relationships, and studying value creation and delivery, the customer is the natural counterpart of the organisation. Therefore, the outcome of this course is full comprehension of state-of-the-art knowledge of customer behaviour and the ability to keep this knowledge up-to-date.</p> <p>Article presentations will build your presentation skills.</p>							
Description	<p>The Customer Analysis course seeks to explore the fundamental issues of conducting scientific research in the area of customer behaviour. In addition, this course provides students with in-depth and advanced level insights in the (sometimes irrational) behaviour of customers. By the end of this course, you will understand how emotions, social norms, expectations and context can often lead us astray. Moreover, you will gain insight into how these irrationalities can affect your personal life, your business life, and the way you look at the world.</p>							
Literature	<p>For the Consumer Behaviour part an advanced textbook and a series of academic articles will be used as a backbone. For the research part a statistics book will be used (cf. book that is used in Research for Marketing Decision Making)</p>							
Prerequisites	<p>All students who are admitted to the Master of Science in International Business can follow this course. Exchange students with a Bachelor degree in Business, or with another Bachelor degree including a minor in Marketing are also admitted.</p> <p>This course assumes basic knowledge of consumer behaviour at an introductory marketing level.</p> <p>An advanced level of English</p>							
Teaching methods	PBL / Presentation / Assignment / Groupwork							
Assessment methods	Attendance / Participation / Written Exam							
Evaluation in previous academic year	<p>For the complete evaluation of this course please click <a href="http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM">http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM</a></p>							
This course belongs to the following programme / specialisation	Master Business Research				Methodology Electives			
	Master Business Research Track OR				Methodology Electives			
	Master Human Decision Science				Electives			
	Master International Business Track Accountancy				Electives			
	Master International Business Track Controlling				Electives			
	Master International Business Track Entrepreneurship				Electives			
	Master International Business Track Finance				Electives			
	Master International Business Track Marketing-Finance				Marketing-Finance			
	Master International Business Track Organisation				Electives			
	Master International Business Track Strategic Marketing				Strategic Marketing			
	Master International Business Track Strategy and Innovation				Electives			
	SBE Exchange Master				Master Courses			
	SBE Non Degree Courses				Master Courses			