

Course Descriptions Master 2014-2015

Course Title Customer Analysis
 Course Code EBC4079
 ECTS Credits 6,5
 Assessment None

Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
1		1-9-2014	24-10-2014		X/E			X/E
4		2-2-2015	3-4-2015		X/E			X/E

Level Advanced

Coordinator Caroline Goukens For more information: c.goukens@maastrichtuniversity.nl

Language of instruction English

Goals 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.
 Article presentations will build your presentation skills.

Description 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.

Literature 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)

Prerequisites 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.
 This course assumes basic knowledge of consumer behaviour at an introductory marketing level.
 An advanced level of English

Teaching methods PBL / Presentation / Assignment / Groupwork

Assessment methods Attendance / Participation / Written Exam

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

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
Master International Business Track Sustainable Finance	Electives
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses