

Course Descriptions Bachelor 2015-2016

Course Title Marketing & Supply Chain Management

Course Code EBC2024

ECTS Credits 6,5

Assessment Whole/Half Grades

| Period | Period | Start | End | Mon | Tue | Wed | Thu | Fri |
|--------|--------|----------|----------|-----|-----|-----|-----|-----|
| | 4 | 1-2-2016 | 1-4-2016 | X/E | | | X/E | |

Level Intermediate

Coordinator Frank Mathmann For more information: f.mathmann@maastrichtuniversity.nl

Language of instruction English

Goals Marketing & Supply Chain Management focuses on the development of a better understanding of marketing management and supply chain issues through the analysis of real-life problems and decision-making in an international context

Description In today's internationally-oriented business environment it is crucial for prospective managers to familiar themselves with concepts and issues related to marketing and supply chain management. Developing a thorough understanding of basic concepts such as market segmentation, market research and marketing strategy, as well as knowing how to make use of the supply chain in international competitive markets are topics that will be covered in this course. Marketing & Supply Chain Management can be considered as an intermediate course for marketing and as an introduction course for Supply Chain Management. It builds upon the first year course 'Organisation and Marketing'

Literature Solomon, M.R., G.W. Marshall, E.W. Stuart (2009), Marketing: Real People, Real Choices – 1st European edition, Pearson - Prentice-Hall (This book was also used in course1.1).
Bozarth, C.C., Handfield, R.B. (2008). Introduction to operations and supply chain management - 2nd edition Pearson - Prentice Hall

Prerequisites SCM is introductory level and Marketing is intermediate level. Exchange students need to have taken at least one marketing course at introductory level.
An advanced level of English

Teaching methods PBL / Presentation / Lecture / Assignment / Groupwork

Assessment methods Final Paper / 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

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|--|---------------------------|
| Bachelor Economics and Business Economics Specialisation Economics | IBE Electives |
| Bachelor Economics and Business Economics Specialisation Emerging Markets | Year 2 Elective Courses |
| Bachelor Economics and Business Economics Specialisation International Business Economics | Year 2 Compulsory Courses |
| SBE Exchange Bachelor | Bachelor Exchange Courses |
| SBE Exchange Master | Bachelor Exchange Courses |
| SBE Non Degree Courses | Bachelor Courses |