Course Descriptions Master 2016-2017

Course Title	Customer Analysis
Course Code	EBC4079
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	5-9-2016	28-10-2016		X			X
4	6-2-2017	7-4-2017		X			X

Level	Advanced
Coordinator	Anouk Festjens For more information:a.festjens@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	oPredictably Irrational (D. Ariely) oMarketing Research – An applied Orientation (N. Malhotra)
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 / 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