

Course Descriptions Master 2016-2017

Course Title Research Methods in Services Marketing

Course Code EBC4138

ECTS Credits 6,5

Assessment Whole/Half Grades

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
|--------|----------|------------|-----|-----|-----|-----|-----|
| 1 | 5-9-2016 | 28-10-2016 | | X | | | X |

Level Advanced

Coordinator Gaby Odekerken-Schröder For more information: g.odekerken@maastrichtuniversity.nl

Language of instruction English

Goals The learning objective of this course is for students to obtain an overview of the different research streams in services marketing. Students learn to apply theoretical concepts and models to problems in the field of services. Furthermore, typical scientific research approaches are discussed and applied.

Description Students discuss papers on topics like e.g. e-services, service encounters and learning in services management on the basis of contemporary research methods like e.g. structural equation modelling and multi-level modelling. Students need to study the papers assigned and to discuss and expand on their content.

Literature A literature list containing academic journal articles (Journal of Marketing Research, Journal of Marketing, Journal of Service Research, etc.) to be discussed in this course will be provided.

Prerequisites Students should know the material covered in a regular services marketing course or a course similar to the 1st year Research master Business Research introduction course in marketing. They should also have knowledge obtained in marketing principles and marketing management courses as well as in a course on multivariate statistics.

Teaching methods PBL / Presentation / Lecture / Assignment / Groupwork

Assessment methods Final Paper / Participation

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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|-----------------------------------|----------------|
| Master Business Research | Free Electives |
| Master Business Research | Marketing |
| Master Business Research Track OR | Free Electives |