

Course Descriptions Exchange 2016-2017

Course Title Mobile Innovation and Marketing
 Course Code EBS2062
 ECTS Credits 4,0
 Assessment Pass / Fail

Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
6		19-6-2017	30-6-2017					

Level no level

Coordinator Tom Schiefer, Mark Steins For more information: t.schiefer@maastrichtuniversity.nl; m.steins@maastrichtuniversity.nl

Language of instruction English

Goals The skills training introduces students into the complexities of mobile innovation and marketing. In spite of the widespread proliferation of mobile devices and technologies, the business implications of "anywhere, anytime, always-on" communication through mobiles are still evolving. Students learn hands-on how marketing goals such as increasing consumer awareness or customer loyalty might be achieved through developing and marketing mobile offerings.

Description Students have to follow four sessions (plenary, group meetings) during which students review opportunities and limitations of mobile marketing. Following the steps of the marketing communication model, students discuss means to achieve marketing goals. The preparation of a literature/case presentation and the conceptualization of a basic mobile marketing element e.g. a mobile marketing plan, a mobile app or a mobile consumer profile are integral elements of the skills training.

Literature Articles (available on Canvas)

Prerequisites Basic marketing knowledge, Interest in mobile marketing

Teaching methods PBL / Presentation / Lecture / Assignment

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

Bachelor Economics and Business Economics Specialisation Economics	Elective Skills
Bachelor Economics and Business Economics Specialisation Economics and Management of Information	Elective Skills
Bachelor Economics and Business Economics Specialisation International Business Economics	Elective Skills
Bachelor International Business	Year 2-3 Elective skills
SBE Exchange Bachelor	Bachelor Exchange Skills
SBE Exchange Master	Bachelor Exchange Skills
SBE Non Degree Courses	Bachelor Skills