

Course Descriptions NonDegree 2017-2018

Course Title	Marketing & Supply Chain Management							
Course Code	EBC2024							
ECTS Credits	6,5							
Assessment	None							
Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
	4	5-2-2018	6-4-2018	X/E			X/E	
Level	Intermediate							
Coordinator	Nadine Kiratli For more information:n.kiratli@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	Bachelor Economics and Business Economics Specialisation Emerging Markets				Year 2 Core Courses			
	Bachelor Economics and Business Economics Specialisation International Business Economics				Compulsory Courses			
	SBE Exchange Bachelor				Bachelor Exchange Courses			
	SBE Exchange Master				Bachelor Exchange Courses			
	SBE Non Degree Courses				Bachelor Courses			