## **Course Descriptions Bachelor 2019-2020**

Course Code EBC2024   ECTS Credits 6.5   Assessment Whole/Hall Grades   Period Period Start End Mon Tue Wed Thu Fri   4 3-2-2020 3-4-2020 X/E X/E X/E   Level Intermediate Coordinator Nadine Kiratli For more information:n.kiratli@maastrichtuniversity.nl X/E X/E   Goals The course aims to develop a better understanding and awareness of how marketing and supply chain management are inherently linked. Fulfilling customer needs and achieving customer satisfaction requires that companies adopt an increasingly customer-centric as opposed to a product-centric orientation. As customer-centricity demands an integral approach towards marketing and supply chain management are interrelated. This is achieved through the analysis and solution of a real-life problem at a case company by means of a market research project conducted in students to apply knowledge by means of up to date case studies.   Description Undays intermationally-oriented business environment it is crucial for prospective managers to familiar themselves with concepts and issues related to marketing and supply chain management-centric supply chains. That is, supply chain dincreasing consumer demands, it is crucial to prospective a managers to familiar themselves with concepts and issues related to marketing and supply chain management-centric supply chains. That is, supply chain thare designed and managed as to fulfi customer needs and achieve course oreordination in i	Course Descriptions E				mont				
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Level   Intermediate     Coordinator   Nadine Kiratii For more information:n.kiratii@maastrichtuniversity.nl     Language of instruction   English     Geals   The course aims to develop a better understanding and awareness of how marketing and supply chain management related as the main course objective is thus to learn, understand and discuss the management related as the main course objective is thus to learn, understand and discuss the management related as the management are inherently linked. Fulfilling of customer-centricity demands an integral approach towards marketing- and supply chain management, are incourage the transfer of textbook knowledge to practical examples, and invite student teams, in addition, student-led literature fealitation sessions enhance understanding of customer-centricity composition and increasing consumer demands, it is crucial that companies are able to build customer-centric supply chain. That is, supply chains. That is, supply chain management. Faced with fierce competition and increasing consumer demands, it is crucial that companies are able to build customer-centric supply chains. That is, supply chains that are designed and managed as to fulfic ustomer needs and achieve customer satisfaction. Developing a thorough understanding of basic concepts such as market research, marketing satisty, value propositions are sub as complexed in this course. Marketing 8 Supply Chain Management and be considered as an intermediate course for marketing and interventive were and the course configured and managed as to fulfic ustomer weed in this course. Marketing 8 Supply Chain Management and be considered as an intermediate marketing and interventive the course configured and proceed in this course defined the student of the course configured and thanough and as an introduction course for Supply Chain Management.						Tue	wea		FII
Coordinator   Nadine Kiratli For more informationkiratli@maastrichtuniversity.nl     Language of instruction   English     Goals   The course aims to develop a better understanding and awareness of how marketing and supply chain management are inherently linked. Fulfilling customer needs and achieving customer satisfaction requires atter to orphanics adopt an increasing ling vustomer-centric as opposed to a product-centric orientation. As a customer-centricity demands an integral approach towards marketing- and supply chain management-related issues, the main course objective is thus to learn, understand and discuss how marketing and supply chain management-related issues, the main course objective is thus to learn, understand and discuss how marketing and supply chain management related bis access to exorpany by means of a market research project conducted in student teams, in addition, student-lead bis access tractical examples, and invite students to apply knowledge by means of up to date case studies.     Description   In today's internationally-oriented business related to marketing and supply chain management. Faced while for competitive and increasing consumer demands, it is crucial that companies are able to build customer-centric supply chains. That are designed and managed as to fulfic customer needs and achieve customer satisfaction. Developing a thorough understanding of basic concepts such as marketing and aspire.     Literature   Customized textbook compiling selected chapters from state-othe-att textbooks about marketing rand supply chain management. Faced while course for marketing and supply chain management are international competitive markets to serve and satisfy customer centratos an internediatical analysis.     Literature		•		0 1 2020	70 E			702	
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