

Course Descriptions Bachelor 2020-2021

Course Title Market Research in Emerging Markets

Course Code EBS2063

ECTS Credits 4,0

Assessment Whole/Half Grades

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
|--------|----------|-----------|-----|-----|-----|-----|-----|
| S2 | 1-2-2021 | 25-6-2021 | C | | | | |

Level Introductory

Coordinator Lieven Quintens, Sabine Nievelstein For more information: l.quintens@maastrichtuniversity.nl; s.nievelstein@maastrichtuniversity.nl

Language of instruction English

Goals The primary goal of this course is for students to gain knowledge and experience about how local companies can market their products and services in emerging markets.

Description Students will perform market research for local companies interested in selling their products and services in emerging markets. This will be done in small groups with each group being assigned a specific emerging economy/market.

Literature to be added

Prerequisites Completed all first year courses in either the International Business bachelor or in the Economics and Business Economics bachelor.

Students within Emerging Markets specialisation only

Keywords

Teaching methods Assignment

Assessment methods Final Paper

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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|--|----------------------------|
| Bachelor Economics and Business Economics - Emerging Markets | Year 2 Compulsory Skill(s) |
| Bachelor International Business - Emerging Markets | Year 2 Compulsory Skill(s) |