

Course Descriptions None 2024-2025 DRAFT

Course Title Marketing Research Methods

Course Code EBC4080

ECTS Credits 6,5

Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
N/A	1-1-1900	1-1-1900					

Level Advanced

Coordinator For more information:

Language of instruction English

Goals

Description

Literature

Prerequisites

This course has been cancelled.

See the Master Education and Examination Regulations for more information.

The following rule applies to students who started one of the following programmes/specialisations prior to academic year 2020-2021

TRANSITIONAL REGULATION (EBC4080):

* Master Business Research - No specialisation (Note: only if you are taking "Marketing-Finance" or "Strategic Marketing" disciplinary courses!)

* Master International Business - Marketing-Finance

* Master International Business - Strategic Marketing

Students who did not pass EBC4080 can replace this course with "Research in International Business" (EBC4280).

Teaching methods

Assessment methods

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

Master Business Research - No specialisation	Transitional Regulation
Master Business Research - Operations Research	Deprecated
Master International Business - Marketing-Finance	Transitional Regulation
Master International Business - Strategic Marketing	Transitional Regulation