

Course Descriptions None 2024-2025 DRAFT

Course Title Marketing Analytics
 Course Code EBC4081
 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 (EBC4081):
 * Master Business Research - No specialisation (Note: only if you are taking "Strategic Marketing" disciplinary courses!)
 * Master International Business - Strategic Marketing
 Students who did not pass EBC4081 can replace this course with "Marketing Intelligence" (EBC4267).

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 Human Decision Science	Deprecated
Master International Business - Organisation: Management, Change and Consultancy	Deprecated
Master International Business - Strategic Corporate Finance	Deprecated
Master International Business - Strategic Marketing	Transitional Regulation
Master International Business - Strategy and Innovation	Deprecated
Master International Business - Sustainable Finance	Deprecated
Master International Business - Accountancy	Deprecated
Master International Business - Controlling	Deprecated
Master International Business - Entrepreneurship and SME Management	Deprecated