

Course Descriptions Exchange 2020-2021

Course Title	Marketing Strategy and Practice							
Course Code	EBC2063							
ECTS Credits	6,5							
Assessment	Whole/Half Grades							
Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
	1	31-8-2020	16-10-2020			X		X
Level	Intermediate							
Coordinator	Lieven Quintens, Kimberley van der Heijden For more information:l.quintens@maastrichtuniversity.nl; kcw.vanderheijden@maastrichtuniversity.nl							
Language of instruction	English							
Goals	<p>In this course we will take the viewpoint of the Chief Marketing Officer (CMO). A CMO is not simply an implementer but rather a maker of organization strategy. More specifically, a CMO is expected to be a leader in defining the mission of a business, in analyzing competitive market situations, in developing business objectives and goals, and in defining customer value propositions and marketing strategies that create value for a business unit as a whole.</p> <p>Hence, we will use this perspective to address the issues of (1) defining and developing the strategic goals of the organization; (2) identifying organizational growth opportunities through customer and market analysis (3) formulating product-market strategies; and (4) budgeting marketing, financial and production resources.</p>							
Description	<p>PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. THE INFORMATION PROVIDED HERE IS BASED ON THE COURSE SETUP PRIOR TO THE CORONAVIRUS CRISIS. AS A CONSEQUENCE OF THE CRISIS, COURSE COORDINATORS MAY BE FORCED TO CHANGE THE TEACHING AND ASSESSMENT METHODS USED. THE MOST UP-TO-DATE INFORMATION ABOUT THE TEACHING/ASSESSMENT METHOD(S) WILL BE AVAILABLE IN THE COURSE SYLLABUS.

In an increasingly dynamic environment companies require a capacity to continuously learn about and swiftly respond to markets. Fundamental to this is the customer perspective, the recognition that company success comes from delivering superior customer value. Marketing traditionally has advocated the customer focus; yet, today, marketing needs to take on a more strategic, coordinative role within the firm to craft more interactive strategies when it comes to consumers and partners. Thus, it is imperative for both marketing and non-marketing specialists to grasp how marketing helps the firm design strategies starting from the customer. The course Marketing Strategy & Practice focuses on designing strategies from the market back to create, deliver, and sustain customer value in competitive and dynamic markets. To do so, this course deals with a comprehensive investigation and analysis of all major components of marketing strategy and their integration. This course takes a business oriented setup by focusing on real life examples/cases and by allowing students to participate in a market simulation game. The objective of the simulation is to put into practice the concepts related to marketing strategy and the marketing mix in a risk-free environment.</p>							
Literature	The literature for this course consists of a series of articles related to the topics discussed. Additionally, some cases will be used as examples of real-life business situations.							
Prerequisites	A basic marketing course at the level of Management of Organizations and Marketing and Marketing Management, and/or knowledge of the basic concepts of marketing							
Teaching methods	PBL / Presentation / Assignment / Groupwork							
Assessment methods	Final Paper / Attendance / Participation / Written Exam / Assignment							
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 - Economics				Year 3 International Business Economics Elective(s)			
	Bachelor Economics and Business Economics - Emerging Markets				Year 3 Elective Course(s)			
	Bachelor Economics and Business Economics - Economics and Management of Information				Year 2+3 Elective Course(s)			
	Bachelor Economics and Business Economics - International Business Economics				Year 3 Business Elec(s) - Maj Inf Mgmt			
	Bachelor Economics and Business Economics - International Business Economics				Year 3 Business Elec(s) - Maj Macro			
	Bachelor Economics and Business Economics - International Business Economics				Year 3 Business Elec(s) - Maj Micro			
	Bachelor Economics and Business Economics - International Business Economics				Year 3 Core Course(s) - Maj Marketing			
	Bachelor International Business - Emerging Markets				Year 3 Elective Course(s)			
	Bachelor International Business				Year 3 Business Elec(s) - Maj Accounting			
	Bachelor International Business				Year 3 Business Elec(s) - Maj Finance			
	Bachelor International Business				Year 3 Business Elec(s) - Maj Inf Mgmt			
	Bachelor International Business				Year 3 Business Elec(s) - Maj Org			
	Bachelor International Business				Year 3 Business Elec(s) - Maj SCM			
	Bachelor International Business				Year 3 Business Elec(s) - Maj Strategy			
	Bachelor International Business				Year 3 Core Course(s) - Maj Marketing			
	SBE Exchange Bachelor				Bachelor Exchange Courses			
SBE Exchange Master				Bachelor Exchange Courses				
SBE Non Degree Courses				Bachelor Courses				