Course Descriptions None 2013-2014

Course Title	Writing a Master Thesis: IB-Strategic Marketing
Course Code	EBS4016
ECTS Credits	4,0
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
3	13-1-2014	24-1-2014	-				
6	16-6-2014	27-6-2014	-				

Level	Advanced
Coordinator	Kelly Geyskens, Evelyne Vanpoucke, Nikos Kalogeras For more information:k.geyskens@maastrichtuniversity.nl; e.vanpoucke@maastrichtuniversity.nl; n.kalogeras@maastrichtuniversity.nl
Language of instruction	English
Goals	The programme is completed by a Master Thesis Project in which you conduct an in-depth study of a marketing-related topic. It provides you with the opportunity to apply your knowledge and skills acquired during the programme to one specific marketing problem. You are prepared for this master thesis project in a two-week skills training in which you develop a proposal and are assigned to a supervisor who is knowledgeable in the area of your interest.
Description	In several sessions, students are guided towards a thesis proposal that offers a solid base to enter the thesis process. Finding a topic, formulating an interesting and workable problem statement, imposing a structure by formulating sub questions, reporting on a first scan of the literature, and finally developing initial research ideas are all covered in these sessions. The skills training is concluded by a session in which all participants give a presentation of their thesis proposal, receiving critical feedback from other students and the tutor.
Literature	
Prerequisites	
Teaching methods	PBL
Assessment methods	Participation
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 International Business Track Marketing-Finance	Marketing-Finance
Master International Business Track Strategic Marketing	Strategic Marketing