

Course Descriptions None 2013-2014

Course Title	Marketing & Supply Chain Management																
Course Code	EBC2024																
ECTS Credits	6,5																
Assessment	None																
Period	<table border="1"> <thead> <tr> <th>Period</th> <th>Start</th> <th>End</th> <th>Mon</th> <th>Tue</th> <th>Wed</th> <th>Thu</th> <th>Fri</th> </tr> </thead> <tbody> <tr> <td>4</td> <td>3-2-2014</td> <td>4-4-2014</td> <td>X/E</td> <td></td> <td></td> <td>X/E</td> <td></td> </tr> </tbody> </table>	Period	Start	End	Mon	Tue	Wed	Thu	Fri	4	3-2-2014	4-4-2014	X/E			X/E	
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4	3-2-2014	4-4-2014	X/E			X/E											
Level	Intermediate																
Coordinator	Lieven Quintens For more information:l.quintens@maastrichtuniversity.nl																
Language of instruction	English																
Goals	Marketing & Supply Chain Management focuses on the development of a better understanding of marketing management and supply chain issues through the analysis of real-life problems and decision-making in an international context																
Description	In today's internationally-oriented business environment it is crucial for prospective managers to familiar themselves with concepts and issues related to marketing and supply chain management. Developing a thorough understanding of basic concepts such as market segmentation, market research and marketing strategy, as well as knowing how to make use of the supply chain in international competitive markets are topics that will be covered in this course. Marketing & Supply Chain Management can be considered as an intermediate course for marketing and as an introduction course for Supply Chain Management. It builds upon the first year course 'Organisation and Marketing'																
Literature	Solomon, M.R., G.W. Marshall, E.W. Stuart (2009), Marketing: Real People, Real Choices – 1st European edition, Pearson - Prentice-Hall (This book was also used in course1.1). Bozarth, C.C., Handfield, R.B. (2008). Introduction to operations and supply chain management - 2nd edition Pearson - Prentice Hall																
Prerequisites	SCM is introductory level and Marketing is intermediate level. Exchange students need to have taken at least one marketing course at introductory level. An advanced level of English																
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork																
Assessment methods	Final Paper / Participation / Written Exam																
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	<table border="0"> <tr> <td>Bachelor Economics and Business Economics Specialisation International Business Economics</td> <td>Compulsory Courses</td> </tr> <tr> <td>Bachelor Economics and Business Economics Specialisation International Economic Studies</td> <td>IBE Electives</td> </tr> <tr> <td>SBE Exchange Bachelor</td> <td>Bachelor Courses</td> </tr> <tr> <td>SBE Exchange Master</td> <td>Bachelor Courses</td> </tr> <tr> <td>SBE Non Degree Courses</td> <td>Bachelor Courses</td> </tr> </table>	Bachelor Economics and Business Economics Specialisation International Business Economics	Compulsory Courses	Bachelor Economics and Business Economics Specialisation International Economic Studies	IBE Electives	SBE Exchange Bachelor	Bachelor Courses	SBE Exchange Master	Bachelor Courses	SBE Non Degree Courses	Bachelor Courses						
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