Course Descriptions None 2014-2015

Course Title	Marketing Management
Course Code	EBC2009
ECTS Credits	6,5
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	27-10-2014	19-12-2014	X/E			X/E	

Level	Intermediate
Coordinator	Elizabeth Aguirre Lopez For more information:e.aguirrelopez@maastrichtuniversity.nl
Language of instruction	English
Goals	International Marketing Management focuses on the development of a better understanding of marketing management issues through the analysis of real-life marketing problems and marketing 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 International Marketing Management. Developing a thorough understanding of basic concepts such as market segmentation, consumer behaviour, and marketing strategy, as well as knowing how to conduct marketing research will put these managers on the international competitive edge. International Marketing Management can be considered an intermediate general marketing course and builds upon the first year course 'Organisation and Marketing'. Basic managerial, marketing, and statistical knowledge is a prerequisite for attending this course. The course adopts two formats: case study analysis and a marketing research project. In the case study format, emphasis is put on a contemporary broad international approach in a diverse scala of industries focusing on strategic as well as tactical marketing problems. Although conceptual material is provided and used as an instrument for analysis, emphasis is put on a critical and problem-solving approach of real-life cases. Through a marketing research project, students are confronted with a real-life situation of designing an appropriate research design and gathering, analysing, and interpreting research results. The sessions build upon PBL-guided case study sessions and small tasks on marketing research. Lectures support the elabouration of the research assignment. International marketing and research cases are being discussed on a regular basis in tutorial group meetings. The necessary knowledge for these discussions can be found in a basic textbook on marketing management, as well as a reader on how to conduct marketing research. The latter is also necessary for successfully conducting a real-life marketing research project. Additional information on how to conduct marketing research will come from lectures. For Bachelor IB students, the course is given in term III, period 2. The course will be particularly appealing to those students interested in developing a better understanding of international marketing and marketing research practices. As a matter of fact, it is a fundamental course for every manager to be, regardless of whether or not he or she has a particular interest in the marketing discipline.
Literature	Solomon, M.R., Marshall, G.W., Stuart, E.W., Barnes, B., & Mitchell, V. (2009). Marketing: Real People, Real Decisions (Second European Edition). Pearson Education/Prentice Hall (ISBN 9780273708803) Sekaran, U. & Bougie, R. (2009). Research Methods for Business: A Skill Building Approach (Sixth Edition). John Wiley & Sons ISBN: 978-1-119-94225-2
Prerequisites	- course1.1: Organisation and Marketing - Knowledge of Marketing and statistical concepts at a basic level - Exchange students need to have taken at least one marketing and one statistical course at introductory level. An advanced level of English
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
Assessment methods	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

Bachelor International Business	Year 2 Compulsory Courses
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses