Course Descriptions None 2014-2015

Course Title	Marketing & Supply Chain Management
Course Code	EBC2024
ECTS Credits	6,5
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	2-2-2015	3-4-2015	X/E			X/E	

Level	Intermediate
Coordinator	Frank Mathmann For more information:f.mathmann@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

Bachelor Economics and Business Economics Specialisation Economics	IBE Electives
Bachelor Economics and Business Economics Specialisation International Business Economics	Compulsory Courses
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses