

Course Descriptions None 2014-2015

Course Title Special Topics in Marketing and Supply Chain Management

Course Code EBC4015

ECTS Credits 6,5

Assessment None

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	1-9-2014	24-10-2014	X			X	

Level Advanced

Coordinator Bram Foubert For more information:b.foubert@maastrichtuniversity.nl

Language of instruction English

Goals The goal of this course is (1) to get students acquainted with different topics in Marketing and Supply Chain Management, and (2) to teach them to critically review state-of-the-art literature.

Description Each session will be dedicated to a specific topic and will be guided by an expert in the field. The course is interactive and requires considerable input from the students. They will conclude the course by writing a research proposal related to one of the themes of this course.

Literature Academic papers from top-rated international journals that reflect the current thinking in the different fields.

Prerequisites Students should at least have a basic knowledge of marketing and supply chain management principles, have a decent understanding of statistics and basic econometrics, and be familiar with reading academic papers.

Teaching methods PBL / Presentation

Assessment methods Final Paper / 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 Business Research

Marketing