Course Descriptions None 2014-2015

Course Title	Research Methods in Services Marketing
Course Code	EBC4138
ECTS Credits	6,5
Assessment	None

Period

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

Level	Advanced
Coordinator	Ko de Ruyter For more information:k.deruyter@maastrichtuniversity.nl
Language of instruction	English
Goals	The learning objective of this course is for students to obtain an overview of the different research streams in services marketing. Students learn to apply theoretical concepts and models to problems in the field of services. Furthermore, typical scientific research approaches are discussed and applied.
Description	Students discuss papers on topics like e.g. e-services, service encounters and learning in services management on the basis of contemporary research methods like e.g. structural equation modeling and multi-level modeling. Students need to study the papers assigned and to discuss and expand on their content.
Literature	A literature list containing academic journal articles (Journal of Marketing Research, Journal of Marketing, Journal of Service Research, etc.) to be discussed in this course will be provided.
Prerequisites	Students should know the material covered in a regular services marketing course or a course similar to the 1st year Research master Business Research introduction course in marketing. They should also have knowledge obtained in marketing principles and marketing management courses as well as in a course on multivariate statistics.
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
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	Free Electives
Master Business Research	Marketing
Master Business Research Track OR	Free Electives