Course Descriptions None 2015-2016

Course Title	Mobile Innovation and Marketing
Course Code	EBS2062
ECTS Credits	4,0
Assessment	Pass / Fail

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
6	13-6-2016	24-6-2016					

Level	no level
Coordinator	Tom Schiefer, Mark Steins For more information:t.schiefer@maastrichtuniversity.nl; m.steins@maastrichtuniversity.nl
Language of instruction	English
Goals	The skills training introduces students into the complexities of mobile innovation and marketing. In spite of the widespread proliferation of mobile devices and technologies, the business implications of "anywhere, anytime, always-on" communication through mobiles are still evolving. Students learn hands-on how marketing goals such as increasing consumer awareness or customer loyalty might be achieved through developing and marketing mobile offerings.
Description	Students have to follow four sessions (plenary, group meetings) during which students review opportunities and limitations of mobile marketing. Following the steps of the marketing communication model, students discuss means to achieve marketing goals. The preparation of a literature/case presentation and the conceptualization of a basic mobile marketing element e.g. a mobile marketing plan, a mobile app or a mobile consumer profile are integral elements of the skills training.
Literature	Articles (available on Canvas)
Prerequisites	Basic marketing knowledge, Interest in mobile marketing
Teaching methods	PBL / Presentation / Lecture / Assignment
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

Bachelor Economics and Business Economics Specialisation Economics	Elective Skills
Bachelor Economics and Business Economics Specialisation Economics and Management of Information	Elective Skills
Bachelor Economics and Business Economics Specialisation International Business Economics	Elective Skills
Bachelor International Business	Year 2-3 Elective skills
SBE Exchange Bachelor	Bachelor Exchange Skills
SBE Exchange Master	Bachelor Exchange Skills
SBE Non Degree Courses	Bachelor Skills