

Course Descriptions None 2016-2017

Course Title	Marketing Management							
Course Code	EBC2009							
ECTS Credits	6,5							
Assessment	Whole/Half Grades							
Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
	2	31-10-2016	22-12-2016	X/E			X/E	
Level	Intermediate							
Coordinator	Robert Ciuchita For more information:r.ciuchita@maastrichtuniversity.nl							
Language of instruction	English							
Goals	Marketing Management focuses on the development of a better understanding of core marketing issues through the analysis of real-life marketing problems and marketing decision-making in an international context.							
Description	<p>In today's internationally-oriented business environment, it is crucial for prospective managers to familiarize themselves with concepts and issues related to Marketing Management that provide them with the knowledge and skills needed to compete in this environment.</p> <p>Marketing Management can be considered an intermediate general marketing course and builds upon the first year course 'Management of Organisations 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 contemporary and international issues within a diverse scale of industries that focus 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 challenged to delve into a real managerial issue and utilize skills that are developed within the course. To understand how to address this problem, students are tasked design and implement a full scale marketing research and provide a report with proposed solutions back to the company.</p> <p>The sessions build upon PBL-guided case study sessions, while in-class exercises and assignments help build students' marketing research skills. Lectures support the elaboration of the research project. 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 book 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.</p> <p>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.</p>							
Literature	<p>Armstrong, G. & Kotler, P. (2015) Marketing An Introduction (Twelfth Edition), ISBN 978-1292016788.</p> <p>Ciuchita, R. (Ed.). (2016). Marketing Management. ISBN 978-1308905778</p>							
Prerequisites	<ul style="list-style-type: none"> - Course1.1: Management of Organisations 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 Specialisation		Year 2 Core Courses					
	Emerging Markets							
	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					