

Course Descriptions None 2020-2021

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| Course Title | Marketing Strategy and Practice | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Course Code | EBC2063 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ECTS Credits | 6,5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Assessment | Whole/Half Grades | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Period | Period | Start | End | Mon | Tue | Wed | Thu | Fri | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1 | 31-8-2020 | 16-10-2020 | | | X | | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Level | Intermediate | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Coordinator | Lieven Quintens, Kimberley van der Heijden For more information:l.quintens@maastrichtuniversity.nl; kcw.vanderheijden@maastrichtuniversity.nl | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Language of instruction | English | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Goals | <p>In this course we will take the viewpoint of the Chief Marketing Officer (CMO). A CMO is not simply an implementer but rather a maker of organization strategy. More specifically, a CMO is expected to be a leader in defining the mission of a business, in analyzing competitive market situations, in developing business objectives and goals, and in defining customer value propositions and marketing strategies that create value for a business unit as a whole.</p> <p>Hence, we will use this perspective to address the issues of (1) defining and developing the strategic goals of the organization; (2) identifying organizational growth opportunities through customer and market analysis (3) formulating product-market strategies; and (4) budgeting marketing, financial and production resources.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Description | <p>PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. THE INFORMATION PROVIDED HERE IS BASED ON THE COURSE SETUP PRIOR TO THE CORONAVIRUS CRISIS. AS A CONSEQUENCE OF THE CRISIS, COURSE COORDINATORS MAY BE FORCED TO CHANGE THE TEACHING AND ASSESSMENT METHODS USED. THE MOST UP-TO-DATE INFORMATION ABOUT THE TEACHING/ASSESSMENT METHOD(S) WILL BE AVAILABLE IN THE COURSE SYLLABUS.</p> <p>In an increasingly dynamic environment companies require a capacity to continuously learn about and swiftly respond to markets. Fundamental to this is the customer perspective, the recognition that company success comes from delivering superior customer value. Marketing traditionally has advocated the customer focus; yet, today, marketing needs to take on a more strategic, coordinative role within the firm to craft more interactive strategies when it comes to consumers and partners. Thus, it is imperative for both marketing and non-marketing specialists to grasp how marketing helps the firm design strategies starting from the customer. The course Marketing Strategy & Practice focuses on designing strategies from the market back to create, deliver, and sustain customer value in competitive and dynamic markets. To do so, this course deals with a comprehensive investigation and analysis of all major components of marketing strategy and their integration. This course takes a business oriented setup by focusing on real life examples/cases and by allowing students to participate in a market simulation game. The objective of the simulation is to put into practice the concepts related to marketing strategy and the marketing mix in a risk-free environment.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Literature | The literature for this course consists of a series of articles related to the topics discussed. Additionally, some cases will be used as examples of real-life business situations. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Prerequisites | A basic marketing course at the level of Management of Organizations and Marketing and Marketing Management, and/or knowledge of the basic concepts of marketing | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Teaching methods | PBL / Presentation / Assignment / Groupwork | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Assessment methods | Final Paper / Attendance / Participation / Written Exam / Assignment | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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 | <table border="1"> <tr> <td>Bachelor Economics and Business Economics - Economics</td> <td>Year 3 International Business Economics Elective(s)</td> </tr> <tr> <td>Bachelor Economics and Business Economics - Emerging Markets</td> <td>Year 3 Elective Course(s)</td> </tr> <tr> <td>Bachelor Economics and Business Economics - Economics and Management of Information</td> <td>Year 2+3 Elective Course(s)</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 3 Business Elec(s) - Maj Inf Mgmt</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 3 Business Elec(s) - Maj Macro</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 3 Business Elec(s) - Maj Micro</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 3 Core Course(s) - Maj Marketing</td> </tr> <tr> <td>Bachelor International Business - Emerging Markets</td> <td>Year 3 Elective Course(s)</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Business Elec(s) - Maj Accounting</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Business Elec(s) - Maj Finance</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Business Elec(s) - Maj Inf Mgmt</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Business Elec(s) - Maj Org</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Business Elec(s) - Maj SCM</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Business Elec(s) - Maj Strategy</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Core Course(s) - Maj Marketing</td> </tr> <tr> <td>SBE Exchange Bachelor</td> <td>Bachelor Exchange Courses</td> </tr> <tr> <td>SBE Exchange Master</td> <td>Bachelor Exchange Courses</td> </tr> <tr> <td>SBE Non Degree Courses</td> <td>Bachelor Courses</td> </tr> </table> | | | | | | | Bachelor Economics and Business Economics - Economics | Year 3 International Business Economics Elective(s) | Bachelor Economics and Business Economics - Emerging Markets | Year 3 Elective Course(s) | Bachelor Economics and Business Economics - Economics and Management of Information | Year 2+3 Elective Course(s) | Bachelor Economics and Business Economics - International Business Economics | Year 3 Business Elec(s) - Maj Inf Mgmt | Bachelor Economics and Business Economics - International Business Economics | Year 3 Business Elec(s) - Maj Macro | Bachelor Economics and Business Economics - International Business Economics | Year 3 Business Elec(s) - Maj Micro | Bachelor Economics and Business Economics - International Business Economics | Year 3 Core Course(s) - Maj Marketing | Bachelor International Business - Emerging Markets | Year 3 Elective Course(s) | Bachelor International Business | Year 3 Business Elec(s) - Maj Accounting | Bachelor International Business | Year 3 Business Elec(s) - Maj Finance | Bachelor International Business | Year 3 Business Elec(s) - Maj Inf Mgmt | Bachelor International Business | Year 3 Business Elec(s) - Maj Org | Bachelor International Business | Year 3 Business Elec(s) - Maj SCM | Bachelor International Business | Year 3 Business Elec(s) - Maj Strategy | Bachelor International Business | Year 3 Core Course(s) - Maj Marketing | SBE Exchange Bachelor | Bachelor Exchange Courses | SBE Exchange Master | Bachelor Exchange Courses | SBE Non Degree Courses | Bachelor Courses |
| Bachelor Economics and Business Economics - Economics | Year 3 International Business Economics Elective(s) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bachelor Economics and Business Economics - Emerging Markets | Year 3 Elective Course(s) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bachelor Economics and Business Economics - Economics and Management of Information | Year 2+3 Elective Course(s) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bachelor Economics and Business Economics - International Business Economics | Year 3 Business Elec(s) - Maj Inf Mgmt | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bachelor Economics and Business Economics - International Business Economics | Year 3 Business Elec(s) - Maj Macro | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bachelor Economics and Business Economics - International Business Economics | Year 3 Business Elec(s) - Maj Micro | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bachelor Economics and Business Economics - International Business Economics | Year 3 Core Course(s) - Maj Marketing | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bachelor International Business - Emerging Markets | Year 3 Elective Course(s) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bachelor International Business | Year 3 Business Elec(s) - Maj Accounting | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bachelor International Business | Year 3 Business Elec(s) - Maj Finance | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bachelor International Business | Year 3 Business Elec(s) - Maj Inf Mgmt | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bachelor International Business | Year 3 Business Elec(s) - Maj Org | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bachelor International Business | Year 3 Business Elec(s) - Maj SCM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bachelor International Business | Year 3 Business Elec(s) - Maj Strategy | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bachelor International Business | Year 3 Core Course(s) - Maj Marketing | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SBE Exchange Bachelor | Bachelor Exchange Courses | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SBE Exchange Master | Bachelor Exchange Courses | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SBE Non Degree Courses | Bachelor Courses | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |