# Course Descriptions None 2022-2023

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| Course Title | Writing a Master's Thesis Proposal: IB-Strategic Marketing |
| Course Code | EBS4016 |
| ECTS Credits | 4,0 |
| Assessment | Pass / Fail |

Period

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
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| S1 | 5-9-2022 | 27-1-2023 | C | | | | |
| S2 | 6-2-2023 | 7-7-2023 | C | | | | |

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| Level | Advanced |
| Coordinator | Tim Hilken For more information:t.hilken@maastrichtuniversity.nl |
| Language of instruction | English |
| Goals | The programme is completed by a Master Thesis Project in which you conduct an in-depth study of a marketing-related topic. It provides you with the opportunity to apply your knowledge and skills acquired during the programme to one specific marketing problem. You are prepared for this master thesis project in a two-week skills training in which you develop a proposal and are assigned to a supervisor who is knowledgeable in the area of your interest. |
| Description | PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. A RE-EMERGENCE OF THE CORONAVIRUS AND NEW COUNTERMEASURES BY THE DUTCH GOVERNMENT MIGHT FORCE COORDINATORS 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.<br><br>In several sessions, students are guided towards a thesis proposal that offers a solid base to enter the thesis process. Finding a topic, formulating an interesting and workable problem statement, imposing a structure by formulating sub questions, reporting on a first scan of the literature, and finally developing initial research ideas are all covered in these sessions. The skills training is concluded by a session in which all participants give a presentation of their thesis proposal, receiving critical feedback from other students and the tutor. |
| Literature | |
| Prerequisites | |
| Teaching methods | PBL |
| Assessment methods | 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

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| Master International Business - Marketing-Finance | Thesis |
| Master International Business - Strategic Marketing | Thesis |