Course Descriptions None 2022-2023

Course Title	Value-Based Marketing
Course Code	EBC4082
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
N/A	1-1-1900	1-1-1900					

Level	Advanced
Coordinator	For more information:
Language of instruction	English
Goals	
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.
Literature	
Prerequisites	This course has been cancelled. The following rule applies to students who started one of the following programmes/specialisations prior to academic year 2020/21 TRANSITIONAL REGULATION (EBC4082): * Master Business Research - No specialisation (Note: only if you are taking "Entrepreneurship and SME Management" disciplinary courses!) * Master International Business - Entrepreneurship and SME Management Students who did not pass EBC4082 can replace this course with "Strategic Entrepreneurship and Innovation" (EBC4041), "Business Innovation and Sustainable Development" (EBC4106), or "Digital Entrepreneurship" (EBC4266) The following rule applies to students who started one of the following programmes/specialisations prior to academic year 2020/21 TRANSITIONAL REGULATION (EBC4082): * Master Business Research - No specialisation (Note: only if you are taking "Strategic Marketing" disciplinary courses!) * Master International Business - Strategic Marketing Students who did not pass EBC4082 can replace this course with "Digital Marketing" (EBC4267) See the Transitional Regulations section in the Master Education and Examination Regulations for more information.
Teaching methods	
Assessment methods	
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

Transitional Regulations	See prerequisites