

Course Descriptions None 2022-2023

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

| 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