Course Descriptions None 2023-2024

Course Title	Marketing Research and Supply Chain Management
Course Code	EBC2024
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	5-2-2024	28-3-2024	X			X	

Level	Intermediate
Coordinator	Jonas Heller For more information:j.heller@maastrichtuniversity.nl
Language of instruction	English
Goals	The course aims to develop a better understanding and awareness of how marketing research and supply chain management are inherently linked. Fulfilling customer needs and achieving customer satisfaction requires customer research to inform customer-centric supply chain orientations.
Description	In today's internationally-oriented business environment it is crucial for prospective managers to familiarize themselves with concepts and issues related to marketing and supply chain management. Faced with fierce competition and increasing consumer demands, it is crucial that companies are able to build customer-centric supply chains. That is, supply chains that are designed and managed to fulfil customer needs and achieve customer satisfaction. Developing a thorough understanding of basic concepts such as marketing research, marketing strategy, value propositions as well as knowing how to make use of the supply chain concepts in international competitive markets to serve and satisfy customers are thus the topics that will be covered in this course. Marketing & Supply Chain Management can be considered as an intermediate course for marketing and as an introduction course for Supply Chain Management. It builds upon the first year course 'Management of Organizations and Marketing' and introduces the basics of research methods and statistical analysis. 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 to design and implement a full-scale marketing research and provide a report with proposed solutions back to the company. 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.
Literature	Customized textbook compiling selected chapters from state-of-the-art textbooks about marketing, marketing research and supply chain management. As the literature is frequently updated, the course coordinator will announce the reading list before the start of the course. The customized textbook is typically available at the publisher store (hardcopy and e-book).
Prerequisites	* Course 1.1: Management of Organisations and Marketing * Knowledge of marketing and statistics at a basic level * An advanced level of English * Exchange students need to have taken at least one marketing and one statistical course at introductory level
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork / Research
Assessment methods	Final Paper / Attendance / Participation / Assignment / Presentation
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 Economics and Business Economics - Emerging Markets	Year 2 Elective Course(s)
Bachelor Economics and Business Economics - International Business Economics	Year 2 Compulsory Course(s)
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses