Course Descriptions None 2023-2024

Course Title	Marketing Analytics
Course Code	EBC4081
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	
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 (EBC4081): * 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 EBC4081 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