Course Descriptions None 2023-2024

Course Title	Research Methods in Services Marketing
Course Code	EBC4138
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	4-9-2023	20-10-2023		X			X

Level	Advanced
Coordinator	Elisabeth Brüggen For more information:e.bruggen@maastrichtuniversity.nl
Language of instruction	English
Goals	The learning objective of this course is for students to obtain knowledge about how to structure and write a good (services) marketing article. Students learn to apply theoretical concepts and models to their research ideas. Furthermore, typical scientific research approaches are discussed and applied.
Description	Students learn how to determine the contributions of a paper, how to position a paper, and how to write up hypotheses. Students discuss papers on contemporary (services) marketing topics. Students need to study the assigned papers and discuss and expand on their content.
Literature	A literature list containing academic journal articles (Journal of Marketing Research, Journal of Marketing, Journal of Service Research, etc.) to be discussed in this course will be provided.
Prerequisites	Students should know the material covered in a regular services marketing course or a course similar to the 1st year Research master Business Research introduction course in marketing. They should also have knowledge obtained in marketing principles and marketing management courses as well as in a course on multivariate statistics.
Teaching methods	PBL / Presentation / Assignment / Papers / Research
Assessment methods	Final Paper / Attendance
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

Master Business Research - No specialisation	Year 2 Adv Disc Course(s): Marketing
Master Business Research - No specialisation	Year 2 Free Elective(s)
Master Business Research - Operations Research	Elective Course(s)