Course Descriptions None 2024-2025

Course Title	Marketing Management
Course Code	EBC2009
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	28-10-2024	15-12-2024	X			X	

Level	Intermediate
Coordinator	Jonas Heller For more information:j.heller@maastrichtuniversity.nl
Language of instruction	English
Goals	Marketing Management focuses on the development of a better understanding of core marketing issues through the analysis of real-life marketing problems and marketing decision-making in an international context.
Description	Marketing Management (EBC2009) is a intermediate course that blends traditional marketing principles with the latest technological advancements. Students immerse themselves in the dynamic intersection of marketing theory, branding, marketing research, artificial intelligence, and data-driven decision making. The course begins by identifying contemporary consumer needs in our rapidly evolving digital landscape. Students then leverage state-of-the-art AI tools to develop innovative marketing concepts, crafting compelling brand identities, and learn about marketing research. Through hands-on workshops, students gain proficiency in cutting-edge marketing research techniques, learning to design and implement surveys for marketing research, and interpret and analyse complex data sets using statistical software. Interactive tutorials cover crucial topics such as AI-driven content creation, influencer marketing strategies, and ethical considerations in the age of data abundance. Students will emerge with a robust toolkit of skills essential for future marketing landscape, including AI prompt engineering, market research, data visualization, and strategic brand management . This forward-thinking approach ensures students are not just learning about current marketing practices, but are prepared to lead and innovate in the rapidly evolving field of marketing technology. The course is particularly valuable for those aspiring to careers at the forefront of digital marketing, brand management, and marketing analytics in an increasingly AI-driven business environment.
Literature	oThis course makes use of a customized text book (i.e., a text book compiling chapters from multiple text books). More details will be provided before the start of the course.
Prerequisites	oCourse1.1: Management of Organisations and Marketing; oKnowledge of marketing and statistics at a basic level; oAn advanced level of English; oExchange students need to have taken at least one marketing and one statistical course at introductory level;
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
Assessment methods	Final Paper / Participation / Written Exam / 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 International Business - Emerging Markets	Year 2 Core Course(s)
Bachelor International Business	Year 2 Compulsory Course(s)
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses