# Course Descriptions None 2025-2026

| | |
|---|---|
| Course Title | Mobile Innovation and Marketing |
| Course Code | EBS2062 |
| ECTS Credits | 4,0 |
| Assessment | Pass / Fail |

Period

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
|---|---|---|---|---|---|---|---|
| 6 | 22-6-2026 | 3-7-2026 | C | | | | |

| | |
|---|---|
| Level | no level |
| Coordinator | Tim Hilken For more information:t.hilken@maastrichtuniversity.nl |
| Language of instruction | English |
| Goals | The skills training introduces students into the complexities of mobile innovation and marketing. In spite of the widespread proliferation of mobile devices and technologies, the business implications of "anywhere, anytime, always-on" communication through mobiles are still evolving. Students learn hands-on how marketing goals such as increasing consumer awareness or customer loyalty might be achieved through developing and marketing mobile offerings. |
| Description | Students have to follow four sessions (plenary, group meetings) during which students review opportunities and limitations of mobile marketing. Following the steps of the marketing communication model, students discuss means to achieve marketing goals. The preparation of a literature/case presentation and the conceptualization of a basic mobile marketing element e.g. a mobile marketing plan, a mobile app or a mobile consumer profile are integral elements of the skills training. |
| Literature | Articles (available on Canvas ) |
| Prerequisites | Basic marketing knowledge, Interest in mobile marketing |
| Transitional Regulations | |
| Teaching methods | PBL / Presentation / Lecture / Assignment |
| Assessment methods | Final Paper / Participation |
| 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 - Economics | Year 2 Elective Skills |
| Bachelor Economics and Business Economics - Economics and Management of Information | Year 2 Elective Skills |
| Bachelor Economics and Business Economics - International Business Economics | Year 2 Elective Skills |
| Bachelor International Business | Year 2 Elective Skills |
| SBE Exchange Bachelor | Bachelor Exchange Skills |
| SBE Exchange Master | Bachelor Exchange Skills |
| SBE Non Degree Courses | Bachelor Skills |