

## Course Descriptions None 2025-2026

Course Title Marketing Research Methods  
 Course Code EBC4080  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades

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  
 Transitional Regulations

<div class="trreg">This course has been cancelled. See the Master Education and Examination Regulations for more information. The following rule applies to students who started one of the following programmes/specialisations prior to academic year 2020-2021 TRANSITIONAL REGULATION (EBC4080): \* Master Business Research - No specialisation (Note: only if you are taking "Marketing-Finance" or "Strategic Marketing" disciplinary courses!) \* Master International Business - Marketing-Finance \* Master International Business - Strategic Marketing Students who did not pass EBC4080 can replace this course with "Research in International Business" (EBC4280).</div>

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

Master Business Research - No specialisation	Cancelled - Y1 Disc IB Marketing-Finance
Master Business Research - No specialisation	Cancelled - Y1 Disc IB Strategic Marketing
Master Business Research - No specialisation	Cancelled - Y2 Methodology Electives
Master Business Research - Operations Research	Cancelled - Year 1 Elective Courses
Master Business Research - Operations Research	Cancelled - Year 2 Elective Courses
Master International Business - Marketing-Finance	Cancelled - Compulsory Courses
Master International Business - Strategic Marketing	Cancelled - Compulsory Courses