

Course Descriptions None 2025-2026

Course Title Marketing Analytics
 Course Code EBC4081
 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 (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 "Marketing Intelligence" (EBC4267).</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 Strategic Marketing
Master Business Research - Operations Research	Cancelled - Year 1 Elective Courses
Master Business Research - Operations Research	Cancelled - Year 2 Elective Courses
Master Human Decision Science	Cancelled - Elective Courses
Master International Business - Organisation: Management, Change and Consultancy	Cancelled - Elective Courses
Master International Business - Strategic Corporate Finance	Cancelled - Elective Courses
Master International Business - Strategic Marketing	Cancelled - Compulsory Courses
Master International Business - Strategy and Innovation	Cancelled - Elective Courses
Master International Business - Sustainable Finance	Cancelled - Elective Courses
Master International Business - Accountancy	Cancelled
Master International Business - Controlling	Cancelled
Master International Business - Entrepreneurship and SME Management	Cancelled