Course Descriptions None 2025-2026

Course Title	Value-Based Marketing
Course Code	EBC4082
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

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	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 (EBC4082): * Master Business Research - No specialisation (Note: only if you are taking "Entrepreneurship and SME Management" disciplinary courses!) * Master International Business - Entrepreneurship and SME Management Students who did not pass EBC4082 can replace this course with "Strategic Entrepreneurship and Innovation" (EBC4041), "Business Innovation and Sustainable Development" (EBC4106), or "Digital Entrepreneurship" (EBC4266) The following rule applies to students who started one of the following programmes/specialisations prior to academic year 2020-2021 TRANSITIONAL REGULATION (EBC4082): * 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 EBC4082 can replace this course with "Marketing Intelligence" (EBC4267)
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 - No specialisation	Cancelled - Year 1 Disc-IB Ent. & SME Mgmt
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