

Course Descriptions None 2025-2026

Course Title Research Methods in Services Marketing
 Course Code EBC4138
 ECTS Credits 6,5
 Assessment Whole/Half Grades

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
|--------|----------|------------|-----|-----|-----|-----|-----|
| 1 | 1-9-2025 | 17-10-2025 | | X | | | X |

Level Advanced
 Coordinator Elisabeth Brügger For more information:e.bruggen@maastrichtuniversity.nl
 Language of instruction English
 Goals The learning objective of this course is for students to obtain knowledge about how to structure and write a good (services) marketing article. Students learn to apply theoretical concepts and models to their research ideas. Furthermore, typical scientific research approaches are discussed and applied.
 Description Students learn how to determine the contributions of a paper, how to position a paper, and how to write up hypotheses. Students discuss papers on contemporary (services) marketing topics. Students need to study the assigned papers and discuss and expand on their content.
 Literature A literature list containing academic journal articles (Journal of Marketing Research, Journal of Marketing, Journal of Service Research, etc.) to be discussed in this course will be provided.
 Prerequisites <p>Students should know the material covered in a regular services marketing course or a course similar to the 1st year Research master Business Research introduction course in marketing. They should also have knowledge obtained in marketing principles and marketing management courses as well as in a course on multivariate statistics.</p>
 Transitional Regulations <div class="trreg"><div class="subtitle">TRANSITIONAL REGULATIONS</div><ul class="trcohorts">Master Business ResearchMaster Business Research - Operations ResearchIn 2024-2025 and 2025-2026 education and exam/resit opportunities are offered.In 2026-2027 exam/resit opportunities are offered.From 2027-2028 onwards, the course is cancelled.<table><col style="width: 200px;"><col style="width: 120px;"><col style="width: 120px;"><thead><tr><th>Academic Year</th><th>Education</th><th>Exam/Resit</th><th>Replacement(s)</th></tr></thead><tbody><tr><td>2024-2025 - 2025-2026</td><td>X</td><td>X</td><td> </td></tr><tr><td>2026-2027</td><td> </td><td>X</td><td> </td></tr><tr><td>2027-2028 onwards</td><td> </td><td> </td><td> </td></tr></tbody></table></div>
 Teaching methods PBL / Presentation / Assignment / Papers / Research
 Assessment methods Final Paper / Attendance
 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 | In transition - Y2 Adv Disc Marketing |
| Master Business Research - No specialisation | In transition - Y2 Free Electives |
| Master Business Research - Operations Research | In transition - Year 1+2 Elective Courses |
| Master Business Research - Operations Research | Transitional Regulation |