# Course Descriptions None 2025-2026

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| Course Title | Market Research in Emerging Markets |
| Course Code | EBS2063 |
| ECTS Credits | 4,0 |
| Assessment | Whole/Half Grades |

Period

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
|---|---|---|---|---|---|---|---|
| S2 | 2-2-2026 | 3-7-2026 | C | | | | |

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| Level | Introductory |
| Coordinator | Irina Dolgopolova For more information:i.dolgopolova@maastrichtuniversity.nl |
| Language of instruction | English |
| Goals | The primary goal of this course is for students to gain knowledge and experience about how local companies can market their products and services in emerging markets. |
| Description | Students will perform market research for local companies interested in selling their products and services in emerging markets. This will be done in small groups with each group being assigned a specific emerging economy/market. |
| Literature | to be added |
| Prerequisites | Completed all first year courses in either the International Business bachelor or in the Economics and Business Economics bachelor.<br><br>Students within Emerging Markets specialisation only |
| Keywords | |
| Transitional Regulations | |
| Teaching methods | Assignment |
| Assessment methods | Final Paper |
| 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

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| Bachelor Economics and Business Economics - Emerging Markets | Year 2 Compulsory Skills |
| Bachelor International Business - Emerging Markets | Year 2 Compulsory Skills |