

## Course Descriptions None 2025-2026

Course Title Marketing and Business Analytics  
Course Code EBC1047  
ECTS Credits 6,5  
Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	2-2-2026	27-3-2026		X			X

Level Introductory  
Coordinator Anne ter Braak For more information:[a.terbraak@maastrichtuniversity.nl](mailto:a.terbraak@maastrichtuniversity.nl)

Language of instruction English

Goals

- \* Students have knowledge on the core principles of marketing and marketing research.
- \* Students are able to address a specific marketing research question using appropriate theory and methods.
- \* Students are able to explain and defend the choices made during the research process.
- \* Students are able to select an appropriate research method based on the setting of a marketing research problem.
- \* Students present their findings on the basis of assignments, and provide an answer to the marketing research problem in its context.
- \* Students are aware of the latest business and technological developments in marketing research.
- \* Students are able to communicate their findings both orally and in writing.
- \* Students are able to operate in an intercultural team.

Description

The course Marketing and Business Analytics introduces basic marketing concepts and functions, and illustrates how modern data-driven insights can be used to fulfill these functions. Attention will be paid to market segmentation, and how firms can achieve their strategic marketing goals using the four main marketing mix instruments. A limited set of marketing research tools to support these decisions will be introduced, including cluster analysis techniques for market segmentation, marketing response models to investigate advertising and pricing effectiveness, and conjoint analysis for new product development.

Literature

Prerequisites

Keywords

Transitional Regulations

Teaching methods

PBL / Presentation / Lecture / Assignment / Groupwork

Assessment methods

Attendance / Written Exam / Assignment / Presentation

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

Bachelor Business Analytics Year 1 Compulsory Courses