Course Descriptions None 2026-2027

Course Title	Marketing Management
Course Code	EBC2009
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	26-10-2026	11-12-2026	X			X	

Level	Intermediate
Coordinator	Jonas Heller For more information:j.heller@maastrichtuniversity.nl
Language of instruction	English
Goals	Marketing Management focuses on the development of a better understanding of core marketing issues through the analysis of real-life marketing problems and marketing decision-making in an international context.
Description	In today's internationally oriented business environment, it is crucial for prospective managers to understand how artificial intelligence is transforming marketing practices while mastering fundamental marketing concepts. Marketing Management builds upon the first-year course 'Management of Organisations and Marketing', requiring basic managerial, marketing, and statistical knowledge as prerequisites. The course combines theoretical foundations with hands-on experience using AI tools in marketing. Through the Brand Research Project (BRP), students create and evaluate a new brand using both traditional marketing techniques and AI applications. Working in teams, students use AI tools (like ChatGPT and DALL-E or others) to generate brand elements, then empirically test their effectiveness through marketing research. The course combines three distinct types of tutorials: brand development, marketing research, and student-led facilitations. In the first three tutorials, students develop their brand concept using AI tools, focusing on creating and refining brand elements like logos and brand statements. The next series of tutorials equips students with marketing research skills, teaching them to design surveys, collect data, and conduct statistical analyses. In the middle of the course, student teams facilitate tutorials focused on contemporary marketing topics such as integrated marketing communications, viral marketing, and influencer marketing. Tutorial sessions blend PBL-guided discussions with practical exercises in AI-assisted marketing. Students learn to critically evaluate AI-generated content, develop effective prompts for AI tools, and understand when and how to best leverage AI in marketing contexts. The course is particularly valuable for students interested in understanding how AI is transforming international marketing practices. Whether pursuing a career specifically in marketing or seeking broader management expertise, students will gain essential skills in combining traditional marketing knowledge with emerging AI capabilities.
Literature	The course will cover academic articles on marketing, branding, and AI as well as selected chapters from marketing research and statistical textbooks.
Prerequisites	* Course1.1: Management of Organisations and Marketing; * Knowledge of marketing and statistics at a basic level; * An advanced level of English; * Exchange students need to have taken at least one marketing and one statistical course at introductory level
Transitional Regulations	
Teaching methods	PBL / Presentation / Lecture / Assignment / Papers / Groupwork / Research
Assessment methods	Final Paper / Attendance / Participation / 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 International Business - Emerging Markets	Year 2 Disciplinary Courses
Bachelor International Business	Year 2 Compulsory Courses
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses