

Course Descriptions None 2026-2027

Course Title Marketing Analytics
 Course Code EBC4081
 ECTS Credits 6,5
 Assessment Whole/Half Grades

| 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

<div class="trreg">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 (EBC4081): * 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 EBC4081 can replace this course with "Marketing Intelligence" (EBC4267).</div>

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 - Year 1 Disc IB Strategic Marketing |
| 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 |