Course Descriptions None 2026-2027

Course Title	Value-Based Marketing
Course Code	EBC4082
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

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	<ul class="trcohorts"> - Master Business Research - No specialisation [2019-2020 and earlier] (in case of "Entrepreneurship and Small and Medium-sized Enterprises Management" disciplinary courses) - Master International Business - Entrepreneurship and Small and Medium-sized Enterprises Management [2019-2020 and earlier] - In 2020-2021 education and exam/resit opportunities are offered. - In 2021-2022 exam/resit opportunities are offered. - From 2022-2023 onwards, the course is cancelled. Note that from 2020-2021 onwards, EBC4041 "Strategic Entrepreneurship", EBC4106 "Business Innovation and Sustainable Development", or EBC4266 "Digital Entrepreneurship" are offered as replacements. <table><col style="width: 200px;"><col style="width: 120px;"><col style="width: 120px;"><col><thead><tr><th>Academic Year</th><th>Education</th><th>Exam/Resit</th><th>Replacement(s)</th></tr></thead><tbody><tr><td>2020-2021</td><td>X</td><td>X</td><td>EBC4041 "Strategic Entrepreneurship", EBC4106 "Business Innovation and Sustainable Development", or EBC4266 "Digital Entrepreneurship"</td></tr><tr><td>2021-2022</td><td> </td><td>X</td><td>EBC4041 "Strategic Entrepreneurship", EBC4106 "Business Innovation and Sustainable Development", or EBC4266 "Digital Entrepreneurship"</td></tr><tr><td>2022-2023 onwards</td><td> </td><td> </td><td>EBC4041 "Strategic Entrepreneurship", EBC4106 "Business Innovation and Sustainable Development", or EBC4266 "Digital Entrepreneurship"</td></tr></tbody></table> <ul class="trcohorts"> - Master Business Research - No specialisation [2019-2020 and earlier] (in case of "Strategic Marketing" disciplinary courses) - Master International Business - Strategic Marketing [2019-2020 and earlier] - In 2020-2021 education and exam/resit opportunities are offered. - In 2021-2022 exam/resit opportunities are offered. - From 2022-2023 onwards, the course is cancelled. Note that from 2020-2021 onwards, EBC4267 "Marketing Intelligence" is offered as a replacement. <table><col style="width: 200px;"><col style="width: 120px;"><col style="width: 120px;"><col><thead><tr><th>Academic Year</th><th>Education</th><th>Exam/Resit</th><th>Replacement(s)</th></tr></thead><tbody><tr><td>2020-2021</td><td>X</td><td>X</td><td>EBC4267 "Marketing Intelligence"</td></tr><tr><td>2021-2022</td><td> </td><td>X</td><td>EBC4267 "Marketing Intelligence"</td></tr><tr><td>2022-2023 onwards</td><td> </td><td> </td><td>EBC4267 "Marketing Intelligence"</td></tr></tbody></table> <ul class="trcohorts"> - Master Business Research - No specialisation [2019-2020 and earlier] (in case of other disciplinary courses) - Master Business Research - Operations Research [2019-2020 and earlier] - Master Human Decision Science [2019-2020 and earlier] - Master International Business - Accountancy [2019-2020 and earlier] - Master International Business - Controlling [2019-2020 and earlier] - Master International Business - Organisation: Management, Change and Consultancy [2019-2020 and earlier] - Master International Business - Strategic Corporate Finance [2019-2020 and earlier] - Master International Business - Strategy and Innovation [2019-2020 and earlier] - Master International Business - Sustainable Finance [2019-2020 and earlier] - From 2020-2021 onwards, the course is cancelled. <table><col style="width: 200px;"><col style="width: 120px;"><col style="width: 120px;"><col><thead><tr><th>Academic Year</th><th>Education</th><th>Exam/Resit</th><th>Replacement(s)</th></tr></thead><tbody><tr><td>2020-2021 onwards</td><td> </td><td> </td><td> </td></tr></tbody></table>
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 - No specialisation	Cancelled - Year 1 Disc-IB Ent. & SME Mgmt
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