

Course Descriptions None 2026-2027

Course Title Bachelor Thesis Marketing
 Course Code EBT0008
 ECTS Credits 8,0
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	26-10-2026	11-12-2026	C				
3	4-1-2027	22-1-2027	C				
5	12-4-2027	4-6-2027	C				
6	21-6-2027	2-7-2027	C				

Level Intermediate/Advanced
 Coordinator Sabine Nievelstein, Matthias Wibral For more information: s.nievelstein@maastrichtuniversity.nl; m.wibral@maastrichtuniversity.nl

Language of instruction English

Goals The BSc thesis is an individual assignment and serves as a concluding assignment of your Bachelor study. The aim of the BSc Thesis is to demonstrate your mastery of domain of study in an assignment that integrates your acquired knowledge and skills. The BSc thesis is an essay of 4500-5000 words based on scientific articles.

Description For more information, see <https://intranet.maastrichtuniversity.nl/en/school-business-and-economics-students/and-after-graduation/thesis/bachelors-thesis> target="_blank">Student Intranet.

Literature The literature for the BSc thesis is determined jointly by student and supervisor

Prerequisites <p>The courses related to the topic of your bachelor thesis.</p>

Keywords

Transitional Regulations <div class="treg"><ul class="trcohorts">Bachelor Economics and Business Economics - International Business Economics [2024-2025 or earlier]From 2025-2026 onwards, education and exam/resit opportunities are offered.
Alternative options may be available. See the Bachelor EER 2025-2026 Appendix I Article 16 for more information.<table><col style="width: 200px;"><col style="width: 120px;"><thead><tr><th>Academic Year</th><th>Education</th><th>Exam/Resit</th><th>Replacement(s)</th></tr></thead><tbody><tr><td>2025-2026 onwards</td><td>X</td><td>X</td><td>See the Bachelor EER 2025-2026 Appendix I Article 16 for more information</td></tr></tbody></table></div>

Teaching methods PBL / Presentation / Lecture / 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	Bachelor Economics and Business Economics - International Business Economics	In transition - Maj Marketing - Thesis
	Bachelor Economics and Business Economics - International Business Economics	Thesis
	Bachelor International Business	Thesis