Course Descriptions None 2026-2027

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

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	26-10-2026	11-12-2026	C				
3	11-1-2027	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 Student Intranet.
Literature	The literature for the BSc thesis is determined jointly by student and supervisor
Prerequisites	The courses related to the topic of your bachelor thesis.
Keywords	
Transitional Regulations	<ul class="trcohorts"> - Bachelor Economics and Business Economics - International Business Economics - Major Marketing [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;"><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>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>
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