

Course Descriptions Bachelor 2015-2016

Course Title Marketing & Supply Chain Management
 Course Code EBC2024
 ECTS Credits 6,5
 Assessment Whole/Half Grades

Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
4		1-2-2016	1-4-2016	X/E			X/E	

Level Intermediate

Coordinator Frank Mathmann For more information: f.mathmann@maastrichtuniversity.nl

Language of instruction English

Goals Marketing & Supply Chain Management focuses on the development of a better understanding of marketing management and supply chain issues through the analysis of real-life problems and decision-making in an international context

Description In today's internationally-oriented business environment it is crucial for prospective managers to familiar themselves with concepts and issues related to marketing and supply chain management. Developing a thorough understanding of basic concepts such as market segmentation, market research and marketing strategy, as well as knowing how to make use of the supply chain in international competitive markets are topics that will be covered in this course. Marketing & Supply Chain Management can be considered as an intermediate course for marketing and as an introduction course for Supply Chain Management. It builds upon the first year course 'Organisation and Marketing'

Literature Solomon, M.R., G.W. Marshall, E.W. Stuart (2009), Marketing: Real People, Real Choices – 1st European edition, Pearson - Prentice-Hall (This book was also used in course1.1).
 Bozarth, C.C., Handfield, R.B. (2008). Introduction to operations and supply chain management - 2nd edition Pearson - Prentice Hall

Prerequisites SCM is introductory level and Marketing is intermediate level. Exchange students need to have taken at least one marketing course at introductory level.
 An advanced level of English

Teaching methods PBL / Presentation / Lecture / Assignment / Groupwork

Assessment methods Final Paper / Participation / Written Exam

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 Specialisation Economics	IBE Electives
Bachelor Economics and Business Economics Specialisation Emerging Markets	Year 2 Elective Courses
Bachelor Economics and Business Economics Specialisation International Business Economics	Year 2 Compulsory Courses
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses