

# Course Descriptions Bachelor 2020-2021

Course Title Marketing and Business Analytics  
 Course Code EBC1047  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	1-2-2021	26-3-2021		X			X

Level no level

Coordinator Kimberley van der Heijden For more information: [kcw.vanderheijden@maastrichtuniversity.nl](mailto:kcw.vanderheijden@maastrichtuniversity.nl)

Language of instruction English

Goals

- \* Students have knowledge on the core principles of marketing and marketing research.
- \* Students are able to address a specific marketing research question using appropriate theory and methods.
- \* Students are able to explain and defend the choices made during the research process.
- \* Students are able to select an appropriate research method based on the setting of a marketing research problem.
- \* Students present their findings on the basis of assignments, and provide an answer to the marketing research problem in its context.
- \* Students are aware of the latest business and technological developments in marketing research.
- \* Students are able to communicate their findings both orally and in writing.
- \* Students are able to operate in an intercultural team.

Description PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. THE INFORMATION PROVIDED HERE IS BASED ON THE COURSE SETUP PRIOR TO THE CORONAVIRUS CRISIS. AS A CONSEQUENCE OF THE CRISIS, COURSE COORDINATORS MAY BE FORCED TO CHANGE THE TEACHING AND ASSESSMENT METHODS USED. THE MOST UP-TO-DATE INFORMATION ABOUT THE TEACHING/ASSESSMENT METHOD(S) WILL BE AVAILABLE IN THE COURSE SYLLABUS. The course Marketing and Business Analytics introduces basic marketing concepts and functions, and illustrates how modern data-driven insights can be used to fulfill these functions. Attention will be paid to market segmentation, and how firms can achieve their strategic marketing goals using the four main marketing mix instruments. A limited set of marketing research tools to support these decisions will be introduced, including customer lifetime value and cluster analysis techniques for market segmentation, marketing response models to investigate advertising and pricing effectiveness, and conjoint analysis for new product development.

Formative assessment: Feedback by tutors and peers during tutorial meetings

Summative assessment: Final exam, assignments

Instructional approach: Lectures and tutorials

Literature

Prerequisites

Keywords

Teaching methods

PBL / Presentation / Lecture / Assignment / Groupwork

Assessment methods

Attendance / Written Exam / Assignment / Presentation

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 Business Analytics

Year 1 Compulsory Course(s)