Course Descriptions Bachelor 2021-2022

Course Title	Marketing Management
Course Code	EBC2009
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	25-10-2021	10-12-2021	X			X	

Level	Intermediate
Coordinator	Tim Hilken For more information:t.hilken@maastrichtuniversity.nl
Language of instruction	English
Goals	Marketing Management focuses on the development of a better understanding of core marketing issues through the analysis of real-life marketing problems and marketing decision-making in an international context.
Description	In today's internationally-oriented business environment, it is crucial for prospective managers to familiarize themselves with concepts and issues related to Marketing Management that provide them with the knowledge and skills needed to compete in this environment. Marketing Management can be considered an intermediate general marketing course and builds upon the first year course 'Management of Organisations and Marketing'. Basic managerial, marketing, and statistical knowledge is a prerequisite for attending this course. The course adopts two formats: case study analysis and a marketing research project. In the case study format, emphasis is put on contemporary and international issues within a diverse scale of industries that focus on strategic as well as tactical marketing problems. Although conceptual material is provided and used as an instrument for analysis, emphasis is put on a critical and problem-solving approach of real-life cases. Through a marketing research project, students are challenged to delve into a real managerial issue and utilize skills that are developed within the course. To understand how to address this problem, students are tasked design and implement a full scale marketing research and provide a report with proposed solutions back to the company. The sessions build upon PBL-guided case study sessions, while in-class exercises and assignments help build students' marketing research skills. Lectures support the elaboration of the research project. International marketing and research cases are being discussed on a regular basis in tutorial group meetings. The necessary knowledge for these discussions can be found in a basic textbook on marketing management, as well as a book on how to conduct marketing research. The latter is also necessary for successfully conducting a real-life marketing research project. Additional information on how to conduct marketing research will come from lectures. For Bachelor IB students, the course is given in term III, period 2. The course will be particularly appealing to those students interested in developing a better understanding of international marketing and marketing research practices. As a matter of fact, it is a fundamental course for every manager to be, regardless of whether or not he or she has a particular interest in the marketing discipline.
Literature	oThis course makes use of a customized text book (i.e., a text book compiling chapters from multiple text books). More details will be provided before the start of the course.
Prerequisites	oCourse1.1: Management of Organisations and Marketing; oKnowledge of marketing and statistics at a basic level; oAn advanced level of English; oExchange students need to have taken at least one marketing and one statistical course at introductory level;
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
Assessment methods	Final Paper / Participation / Written Exam / 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 International Business - Emerging Markets	Year 2 Core Course(s)
Bachelor International Business	Year 2 Compulsory Course(s)
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses