

Course Descriptions Bachelor 2022-2023

Course Title Market Research Project

Course Code BENP1001

ECTS Credits 5,0

Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
3	16-1-2023	27-1-2023	C				

Level no level

Coordinator Elisabeth Brüggén For more information: e.bruuggen@maastrichtuniversity.nl

Language of instruction English

Goals

- * Understanding how to translate a management problem in a market research.
- * Selecting the best research design based on the management problem. Conducting a market research.
- * Interpreting the findings of a market research.
- * Reporting on the findings of a market research.

Description PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. A RE-EMERGENCE OF THE CORONAVIRUS AND NEW COUNTERMEASURES BY THE DUTCH GOVERNMENT MIGHT FORCE COORDINATORS 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.

Students will perform a market research for local companies interested in selling their products and services in emerging markets. This research will be executed in small groups with each groups.

Literature No obligatory literature.

Prerequisites No prerequisites are required.

Keywords Market research, sample selection, market analysis

Teaching methods

Assessment methods

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 Engineering

Year 1 Project(s)