Course Descriptions Bachelor 2022-2023

Course Title	Market Research in Emerging Markets
Course Code	EBS2063
ECTS Credits	4,0
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
S2	6-2-2023	7-7-2023	C				

Level	Introductory
Coordinator	Marcel van Birgelen For more information:m.vanbirgelen@maastrichtuniversity.nl
Language of instruction	English
Goals	The primary goal of this course is for students to gain knowledge and experience about how local companies can market their products and services in emerging markets.
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 market research for local companies interested in selling their products and services in emerging markets. This will be done in small groups with each group being assigned a specific emerging economy/market.
Literature	to be added
Prerequisites	Completed all first year courses in either the International Business bachelor or in the Economics and Business Economics bachelor. Students within Emerging Markets specialisation only
Keywords	
Teaching methods	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 - Emerging Markets	Year 2 Compulsory Skill(s)
Bachelor International Business - Emerging Markets	Year 2 Compulsory Skill(s)