

## Course Descriptions Bachelor 2023-2024

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	5-2-2024	28-3-2024		X			X

Level no level

Coordinator Anne ter Braak For more information: [a.terbraak@maastrichtuniversity.nl](mailto:a.terbraak@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 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)