

Course Descriptions Master 2023-2024

Course Title Marketing Analytics

Course Code EBC4081

ECTS Credits 6,5

Assessment Whole/Half Grades

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
|--------|----------|----------|-----|-----|-----|-----|-----|
| N/A | 1-1-1900 | 1-1-1900 | | | | | |

Level Advanced

Coordinator For more information:

Language of instruction English

Goals

Description

Literature

Prerequisites This course has been cancelled.

The following rule applies to students who started one of the following programmes/specialisations prior to academic year 2020/21

TRANSITIONAL REGULATION (EBC4081):

* Master Business Research - No specialisation (Note: only if you are taking "Strategic Marketing" disciplinary courses!)

* Master International Business - Strategic Marketing

Students who did not pass EBC4081 can replace this course with "Digital Marketing" (EBC4267).

See the Transitional Regulations section in the Master Education and Examination Regulations for more information.

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

Transitional Regulations

See prerequisites