

## Course Descriptions Master 2023-2024

Course Title Value-Based Marketing  
 Course Code EBC4082  
 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 (EBC4082):

\* Master Business Research - No specialisation (Note: only if you are taking "Entrepreneurship and SME Management" disciplinary courses!)

\* Master International Business - Entrepreneurship and SME Management

Students who did not pass EBC4082 can replace this course with "Strategic Entrepreneurship and Innovation" (EBC4041), "Business Innovation and Sustainable Development" (EBC4106), or "Digital Entrepreneurship" (EBC4266)

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

TRANSITIONAL REGULATION (EBC4082):

\* 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 EBC4082 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