COURSE DETAIL

MARKETING MANAGEMENT
Country Netherlands
Host Institution Maastricht University - School of Business and Economics
Program(s) Business and Economics, Maastricht
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 136
UCEAP Course Suffix
UCEAP Official Title MARKETING MANAGEMENT
UCEAP Transcript Title MARKETING MANAGEMNT
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

Marketing Management focuses on the development of a better understanding of core marketing issues through the analysis of real-life marketing problems and marketing decision-making in an international context. The course adopts two formats: case study analysis and a marketing research project. In the case study format, emphasis is put on contemporary and international issues within a diverse scale of industries that focus on strategic as well as tactical marketing problems. Although conceptual material is provided and used as an instrument for analysis, emphasis is put on a critical and problem-solving approach of real-life cases. Through a marketing research project, students are challenged to delve into a real managerial issue and utilize skills that are developed within the course. To understand how to address this problem, students are tasked to design and implement full-scale marketing research and provide a report with proposed solutions back to the company. The sessions build upon PBL-guided case study sessions, while in-class exercises and assignments help build students' marketing research skills. Lectures support the elaboration of the research project. International marketing and research cases are discussed in tutorial group meetings. The necessary knowledge for these discussions can be found in a basic textbook on marketing management, as well as a book on how to conduct marketing research. The latter is also necessary for successfully conducting a real-life marketing research project. Additional information on how to conduct marketing research comes from lectures. Basic managerial, marketing, and statistical knowledge is a prerequisite for attending this course.

Language(s) of Instruction
English

Host Institution Course Number
EBC2009

Host Institution Course Title
MARKETING MANAGEMENT

Host Institution Course Details

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Host Institution Campus
Maastricht University

Host Institution Faculty
School of Business & Economics

Host Institution Degree

Host Institution Department

Course Last Reviewed
2023-2024

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