



## Admission requirements

In order to qualify for admission to the MSc International Business / Marketing-Finance you need to submit the following:

- A registration request for the master's programme. *You should complete a registration request for the master's programme via Studielink. You will receive confirmation of your request as well as login details for My UM.*
- A completed application form. *In the My UM portal you should complete the application form and upload all documents relating to the admission requirements.*
- A bachelor's degree in a relevant field, together with a certified transcript of exam subjects and grades. *If you have not yet completed your bachelor's programme you may send a copy of your most recent list of grades. A certified copy of the degree certificate must be received before the start of the master's programme. If you have not received your bachelor's degree at the time of evaluation, you may be admitted conditionally and submit your bachelor's degree with a certified list of grades before the start of the programme in order to obtain unconditional admission.*
- A self-reported grade point average (GPA) on a scale from 0-10, whereby 10 is the maximum score.  
  
A letter describing your motivation for studying MSc International Business / Marketing-Finance at the Maastricht University School of Business and Economics.
- A Curriculum Vitae (CV) in English.

- As proof of analytical writing and quantitative reasoning abilities, a satisfactory Graduate Management Admission Test (GMAT) score or Graduate Record Examination (GRE) score.  
*A satisfactory GMAT score implies a score of at least 500. A GMAT score between 500 and 600 will be evaluated in combination with the other information that needs to be provided when submitting an application. A GMAT score of 600 is sufficient for admission, provided that the other requirements are fulfilled. A satisfactory GRE score implies an average score of 500, an analytical writing score excluded. Specific information about the standardised tests can be found at [www.gmat.org](http://www.gmat.org) and [www.gre.org](http://www.gre.org). You are required to indicate the Maastricht University code number on the test form while taking the GMAT or GRE test. The Maastricht University code number is 2WH-4N-65 for the GMAT and 7102 for the GRE test. Please be aware that the GMAT and GRE test scores are only valid for two years.*
- If you are a national of a country that is not a member of the European Union (EU) or European Economic Area (EEA), you must demonstrate proficiency in English by either providing proof of being a native English speaker, or by submitting TOEFL or IELTS test results.  
*A satisfactory TOEFL score implies a score of at least 575 on the paper-based test, 233 on the computer-based test or 90-91 on the internet-based test. A satisfactory IELTS score implies a score of at least 6.5. Specific information about the standardised tests can be found at [www.toefl.org](http://www.toefl.org) and [www.ielts.org](http://www.ielts.org). You are required to indicate the Maastricht University code number on the test while taking the TOEFL test. The Maastricht University code number is 7102 for the TOEFL test. No code number is required for the IELTS test. Please be aware that the TOEFL and IELTS test scores are only valid for two years.*

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[www.maastrichtuniversity.nl/sbe/master](http://www.maastrichtuniversity.nl/sbe/master)

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## Master's programme in International Business

### Marketing-Finance

Identifying Marketing Actions That Drive Financial Performance

# Master of Science in International Business Marketing-Finance

Are you intrigued by the accountability of marketing? Would you like to develop and market successful financial services? Do you plan your marketing career in the financial services industry? Or do you see yourself as the intermediary between an organisation's marketing and finance departments? Then the MSc programme in International Business / Marketing-Finance is definitely the right choice for you!

## You will enhance an organisation's financial performance

In today's business environment, the factors that contribute to an organisation's financial performance and shareholder's value demand a deep understanding of the marketing-finance relationship. It is no longer enough to be proficient in either marketing or finance. Companies need people who act as a linking-pin between their marketing and finance departments. Professionals that can analyse, evaluate, and consult organisations on the role of marketing strategies that enhance financial performance, are indispensable. The marketing-finance interface encompasses more than the relationship between marketing activities and financial performance alone. In order to be successful, financial product design and development require an interdisciplinary approach as well. After all, what is technically possible in product design, does not necessarily meet customers' needs.

## You will apply complex marketing-finance concepts into business practice

The MSc International Business / Marketing-Finance prepares you for managerial action in the field of marketing, financial services and risk management. The programme provides added value if you aspire to seize a unique skill set that you can use within organisations that deal with shareholder value creation, and in the financial services industry.

The MSc International Business / Marketing-Finance develops your abilities to:

- Understand the functional interrelationships between the marketing and finance functions.
- Develop marketing activities that enhance an organisation's financial performance.
- Create successful financial services, such as banking products, risk management tools, etc.
- Assimilate and apply complex marketing-finance concepts into business practice.

## You will develop a multidisciplinary approach to marketing-finance issues

During the programme, you will be able to absorb a goldmine of knowledge from the expert professors of the Departments of Marketing & Supply Chain Management and Finance of Maastricht University and high-level practitioners from Europe and the United States. Moreover, you will find that the Marketing-Finance programme has a unique multidisciplinary approach that combines theory and practice and integrates knowledge from:

- Marketing and Consumer Behaviour
- Finance
- Decision Sciences
- Psychology

## A challenging career awaits you

As a graduate of the MSc International Business / Marketing-Finance programme, you will work on the crossroads of the marketing and the finance departments. You can conduct empirically based analyses and evaluate marketing activities that enhance the financial performance of companies, create successful financial products and services and assess risks relative to market returns. In your future career, you will help marketing departments become financially accountable. By quantifying the risk-return properties of marketing investments, you will be able to demonstrate to top management that marketing actions are strategic investments, rather than costs. By completing this master's programme you will find yourself perfectly prepared for a significant contribution to the development of strategic policies in financial organisations such as banks, stock exchanges, insurance companies and brokerage houses.

The MSc International Business / Marketing-Finance starts both in September and February.



## You are given a headstart in the global knowledge society

The MSc International Business / Marketing-Finance is a multidisciplinary one-year fulltime programme that is taught entirely in English. Your analytical, problem-solving, leadership, teamwork and communication skills will be optimally developed during the programme, due to the unique Problem-Based Learning method. You will experience the School of Business and Economics to be a truly international, student-centred learning environment. The prestigious Triple Crown accreditation awarded by AACSB, EQUIS and AMBA and our international high rankings guarantee that you will do your master's programme at one of the top universities in the world.

### Starting in September

Term I	1	Shareholder Value & Market Based Assets	Customer Analysis
	2	Institutional Investors	Research for Marketing Decision-Making
	3	Writing a Master's thesis Finance or Writing a Master's Thesis Strategic Marketing	
Term II	4	Behavioural Finance	Master's Thesis
	5	Financial Product Development A Marketing-Finance Approach	Master's Thesis
	6	Master's Thesis	

### Starting in February

Term I	4	Behavioural Finance	Customer Analysis
	5	Financial Product Development A Marketing-Finance Approach	Research for Marketing Decision-Making
	6	Writing a Master's thesis Finance or Writing a Master's Thesis Strategic Marketing	
Term II	1	Shareholder Value & Market Based Assets	Master's Thesis
	2	Institutional Investors	Master's Thesis
	3	Master's Thesis	