



Maastricht University

*Leading
in Learning!*

Welcome

to Maastricht University

School of Business and Economics
Sharing Success

MSc International Business / Marketing - Finance



Prof. dr ir Joost M.E. Pennings

Professor of Marketing

Professor of Finance

Director of Marketing-Finance Research Lab



13 October 2012

The questions we will address today:

- Why is a Marketing-Finance program necessary?
- What does the Marketing-Finance program entail?
- Why study Marketing-Finance?
- What are the career prospects?
- What is the program in detail?
- What is the Marketing-Finance Research Lab?
- Who is who?



Why is a Marketing-Finance program necessary?

- Marketing needs to become accountable:
 - What is the effect of marketing actions on financial performance?



Why is a Marketing-Finance program necessary?

- Financial products' design and development require an interdisciplinary marketing-finance approach:
 - What is technically possible, may not meet customer/consumer needs



Why is a Marketing-Finance program necessary?

- Companies need linking-pins between marketing and finance departments:
 - Communication gap between marketers and finance professionals
- Need for a common language!



The Marketing-Finance Interface: a new program at Maastricht University

- The Marketing-Finance program at Maastricht University:
 - Delivers professionals who are able to bridge marketing and finance



What does the Marketing-Finance program entail?

- A multidisciplinary, one-year full-time program
- Taught entirely in English
- Triple Crown accredited by AACSB, EQUIS and AMBA
- Prepares you for managerial action in marketing, financial services and risk management



Why study Marketing-Finance?

- First-mover advantage
 - We are first to offer this master's program!
- Unique skill sets
 - Translating marketing activities to financial bottom line
 - Developing successful financial products
- High demand in every sector



Why study Marketing-Finance?



Integration of Marketing-Finance theory using real-life business cases

Why study Marketing-Finance?



Interactivity within small working groups

School of Business and Economics



What are the career prospects?

- Plentiful in all organizations, especially:
 - Financial Services
 - Management-Marketing Consulting
- You will be the one that:
 - Creates innovative and successful financial products
 - Links marketing actions to the financial bottom line of the company



What is the track structure?



Students starting in September

	Marketing-Finance	
1	Customer Analysis	Shareholder Value and Market-Based Assets
2	Institutional Investors	Research for Marketing Decision-Making
3	Thesis Skills Marketing / Thesis Skills Finance	
4	Behavioural Finance	Master's Thesis
5	Financial Product Development: A Marketing-Finance Approach	Master's Thesis
6	Completing the Master's Thesis	

A state of the art combination and integration of Marketing and Finance courses

What is the track structure?



Students starting in February

	Marketing-Finance	
4	Behavioural Finance	Customer Analysis
5	Financial Product Development: A Marketing-Finance Approach	Research for Marketing Decisions-Making
6	Thesis Skills Marketing / Thesis Skills Finance	
1	Shareholder Value and Market-Based Assets	Master's Thesis
2	Institutional Investors	Master's Thesis
3	Completing the Master's Thesis	

A state of the art combination and integration of Marketing and Finance courses

What topics are addressed?

- The changing role of marketing in the firm
- Marketing activities as drivers of shareholder value
- Research for marketing decisions
- Assessing institutional and individual investors' behaviour
- Value-based marketing
- The development of successful financial products and services



Block 1

Marketing-Finance		
1	Customer Analysis	Shareholder Value and Market Based Assets



Shareholder Value and Market-Based Assets



- This course is the foundation of the marketing-finance interface
- You learn how market-based assets contribute to shareholder value
- Market-based assets include:
 - Customer relationships
 - Channel relationships
 - Partner relationships



Customer Analysis

- One important market-based asset is the customer
- This course aims to provide advanced knowledge and understanding of (sometimes irrational) customer behaviour
- Leads to important insights necessary to assess the financial contribution



Block 2

Marketing-Finance		
2	Institutional Investors	Research for Marketing Decision-Making



Institutional Investors

- This course approaches institutional investors from a marketing-finance perspective
- The topics addressed are practical:
 - Asset-liability management
 - Hedge funds and shareholder activism
 - Pension fund governance
 - Socially responsible investments



Research for Marketing Decision-Making

- This course gives you the tools to perform your own marketing-finance research
- You'll get hands-on experience using advanced statistical software packages
- You'll learn how you can answer your research questions using empirical data



Block 3

Marketing-Finance	
3	Thesis Skills Marketing / Thesis Skills Finance



Block 4

Marketing-Finance		
4	Behavioural Finance	Master's Thesis



Behavioural Finance

- How psychology affects financial markets and decision-making
- Interdisciplinary approach
 - Consumer behaviour
 - Marketing
 - Psychology
- Understand financial decision-making
 - Of individuals and corporations
- What for?
 - Financial product development
 - Marketing of financial services



Master Thesis

- This is a new discipline, so you engage in innovative and highly relevant thesis topics
- There are numerous possibilities to interact with the business world in writing your thesis



Block 5 and 6



Marketing-Finance		
5	Financial Product Development: A Marketing Finance Approach	Master's Thesis
6	Optional Thesis Skills Marketing / Thesis Skills Finance	

Financial Product Development: A Marketing-Finance Approach



- Learn to create successful financial products!
- Orchestrated effort to invent the new financial products/services: Ensure your products are first and best to market!
- Creating successful and financial products means using both finance and marketing:
 - Finance tells you what is technically feasible,
 - Marketing tells you if consumers want it!



Writing and Completing the Master's Thesis

Block 5 has arrived!

→ No problem: you have been working on your master's thesis during the last months and you are ready!

You have:

- had one year of business interaction,
- had one year of academic support,
- investigated an innovative thesis topic,
- an **exciting job** waiting after graduation!



What kind of “exciting job”?

- Our successful M-F graduates
 - Work as CEOs/managers for globally known companies, for example:
 - Deutsche Bank
 - ABP
 - Procter & Gamble
 - Deloitte Consulting
 - Henkel
 - Pursue their own entrepreneurial goals:
 - Embark management consulting ventures!



For example...

"At P&G, we work in multifunctional teams and my role is to provide financial and strategic leadership to the business. Next to the academic level, studying Marketing-Finance in Maastricht prepared me for two things which are probably most important if you start your career: 1. Being able to quickly translate theoretical knowledge into actionable business plans (which I learned via the countless case studies) and 2. Making your voice heard and working collaboratively in diverse international teams (which is crucial for getting case studies "done" in Maastricht ;-)."

Doreen Wolff, Procter & Gamble, Germany



That is the program!

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Marketing-Finance Research Lab



- Groundbreaking interdisciplinary research and education
- Research published and discussed in popular, business and academic press
- Strong network with renowned scholars worldwide
- Engage with industry to bring you latest insights and career potential: information on internships, thesis topics...
- And much more...



Marketing-Finance Research Lab



- Visit us at www.marketing-finance.nl:



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The **Marketing-Finance Research Lab (MFRL)** comprises a growing group of researchers and educators in both marketing and finance who share and combine their scholarship and expertise to provide interdisciplinary research, education, and engagement with business. Located in the heart of Europe at Maastricht University, our vision is to achieve leadership in academia as well as business. For more information on the composition of our team, our activities, and recent publications, please select one of the tabs.



Click here to learn more about the innovative M.Sc. in Marketing-Finance at Maastricht University.



Click here to learn more about the research done in the Marketing-Finance Research Lab.



Click here to learn about the student aspects in the Marketing-Finance Research Lab.

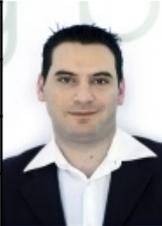


Click here to learn more about how the Marketing-Finance Research Lab engages with the industry.

Who is who?

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Any questions? Direct them please to...



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Co-director of the M-F MSc Program

- Public Relations (Marketing-Finance Company Circle)

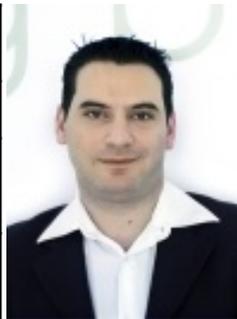


Dr. Nikos Kalogeras

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Co-director of the M-F MSc Program

- Student affairs: MSc Thesis Co-ordination; M-F Skills.

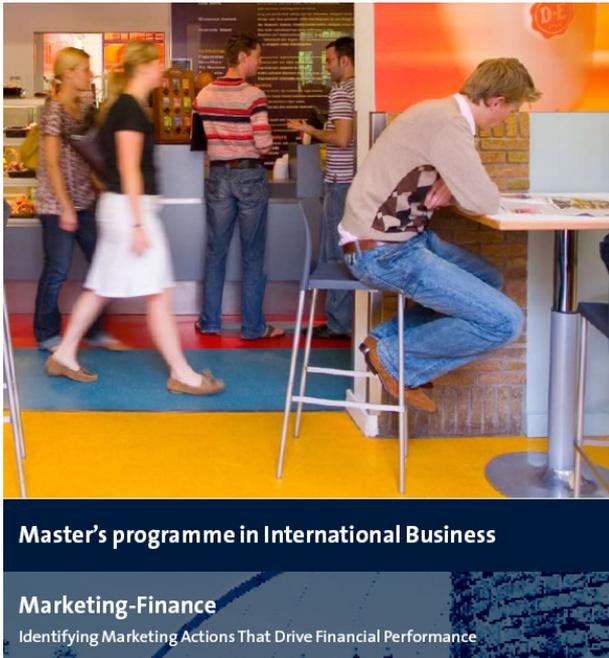


Who is who?

- Shareholder Value and MBA: **Dr. Arvid Hoffmann**
- Research for Marketing Decisions: **Prof. Dr. Martin Wetzels**
- Institutional Investors: **Prof. Dr. Rob Bauer**
- Behavioral Finance: **Dr. Arvid Hoffmann**
- Customer Analysis: **Dr. Caroline Goukens**
- Financial Product Development: **Dr. ir. Nikos Kalogeras/Prof. dr. ir. Joost M.E. Pennings**



The Marketing-Finance Interface: a new programme at Maastricht University



- Started:
September 2008
- Unique: first in Europe
- Industry driven
- Business realism
- Job prospects are excellent

Possible: Master - Plus



The Business Research master:



- Two year program
- The know-how of executing research
- Distinguishing feature on labor market
- Full specialization in track possible
- Easy switch, if necessary, to MSc IB program
- The route towards a PhD
- Teaching and research assistantships



Go for a Master-Plus Research Master in Business Research, Year 1



<i>Block</i>	<i>Business Research</i>	
1+2	International Business track elective 1 & 2	Business Research Design (1) Applied Quantitative Analysis (2)
4+5	International Business track elective 3 & 4	Advanced Quantitative Research Methods in Bus 1 & 2
3+6	Skills Trainings: Data Analysis Skills and World of Research	



Go for a Master-Plus Research Master in Business Research, Year 2



<i>Block</i>	<i>Business Research</i>	
1+2	Specialization 1 & 2	Free and methodology electives
4-6	THESIS	THESIS
3	Skills Training: Presentation Skills	



Further questions?

www.maastrichtuniversity.nl/sbe

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