

Course Descriptions Master 2016-2017

Course Title	Value-Based Marketing																												
Course Code	EBC4082																												
ECTS Credits	6,5																												
Assessment	Whole/Half Grades																												
Period	<table><tr><td>Period</td><td>Start</td><td>End</td><td>Mon</td><td>Tue</td><td>Wed</td><td>Thu</td><td>Fri</td></tr><tr><td>4</td><td>6-2-2017</td><td>7-4-2017</td><td>X/E</td><td></td><td></td><td>X/E</td><td></td></tr></table>	Period	Start	End	Mon	Tue	Wed	Thu	Fri	4	6-2-2017	7-4-2017	X/E			X/E													
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4	6-2-2017	7-4-2017	X/E			X/E																							
Level	Advanced																												
Coordinator	Elisabeth Brüggén For more information:e.bruuggen@maastrichtuniversity.nl																												
Language of instruction	English																												
Goals	Customers buy value propositions, not products, services or features. They buy from the company that trustworthily promises the most value. And they buy what is in their best interest. This realization has substantial consequences for the marketing strategy of companies. The focus is no longer on marketing a product or service, but rather on crafting an outstanding value proposition for a relevant and profitable market segment. Using several levers such as price or sales control management, firms can ensure that value created for customers pays off to the firm.																												
Description	<p>This course elaborates on the steps of value-based marketing in business-to-consumer as well as business-to-business settings. The first half of the course is dedicated to introducing you to different strategies and tactics marketers can use to create value for (and with) customers. In particular, we will focus on two crucial value creation levers: employees (e.g., salespeople) and segmentation combined with solution selling. In the second part of the course we focus on how firms can ensure that they reap the (financial) benefits for their value creation efforts. In particular, we focus on pricing, which tends to be the least taught of marketing's 4Ps despite its tremendous implications for firms' bottom lines. In particular, we will examine the psychology of price as well as organizational issues in managing prices. Eventually, best value for customers yields best value for a firm's shareholders.</p> <p>In this course, you learn how to set up value-based marketing strategies to target customers across markets. You develop an analytical framework to assess value-based marketing and pricing strategies as well as expand your capabilities of assessing and designing these strategies in a real-life managerial context. Complementary, you develop a wide range of skills to analyse marketing practice in a real-life case competition.</p>																												
Literature	State-of-the art literature published in the leading marketing journals. A detailed literature list will be available online (Eleum).																												
Prerequisites	All students who are admitted to the Master of Science in International Business can follow this course. This course assumes intermediate knowledge of marketing strategy and customer behaviour.																												
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork																												
Assessment methods	Final Paper / Participation / Written Exam																												
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	<table><tr><td>Master Business Research</td><td>IB Electives</td></tr><tr><td>Master Business Research Track OR</td><td>IB Electives</td></tr><tr><td>Master Human Decision Science</td><td>Electives</td></tr><tr><td>Master International Business Track Accountancy</td><td>Electives</td></tr><tr><td>Master International Business Track Controlling</td><td>Electives</td></tr><tr><td>Master International Business Track Entrepreneurship</td><td>Electives</td></tr><tr><td>Master International Business Track Entrepreneurship</td><td>Entrepreneurship</td></tr><tr><td>Master International Business Track Finance</td><td>Electives</td></tr><tr><td>Master International Business Track Organisation</td><td>Electives</td></tr><tr><td>Master International Business Track Strategic Marketing</td><td>Strategic Marketing</td></tr><tr><td>Master International Business Track Strategy and Innovation</td><td>Electives</td></tr><tr><td>Master International Business Track Sustainable Finance</td><td>Electives</td></tr><tr><td>SBE Exchange Master</td><td>Master Exchange Courses</td></tr><tr><td>SBE Non Degree Courses</td><td>Master Courses</td></tr></table>	Master Business Research	IB Electives	Master Business Research Track OR	IB Electives	Master Human Decision Science	Electives	Master International Business Track Accountancy	Electives	Master International Business Track Controlling	Electives	Master International Business Track Entrepreneurship	Electives	Master International Business Track Entrepreneurship	Entrepreneurship	Master International Business Track Finance	Electives	Master International Business Track Organisation	Electives	Master International Business Track Strategic Marketing	Strategic Marketing	Master International Business Track Strategy and Innovation	Electives	Master International Business Track Sustainable Finance	Electives	SBE Exchange Master	Master Exchange Courses	SBE Non Degree Courses	Master Courses
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