

Course Descriptions NonDegree 2021-2022

Course Title	Shareholder Value and Market Based Assets
Course Code	EBC4126
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
1		30-8-2021	15-10-2021	X			X	

Level	Advanced												
Coordinator	Thomas Post For more information:t.post@maastrichtuniversity.nl												
Language of instruction	English												
Goals	The purpose of this course is to provide an understanding of how marketing activities, such as branding, promotion, channel contracting strategies can contribute to the creation of shareholder value.												
Description	Marketing has traditionally focused on activities that enhance customer satisfaction and increase market share. In this course we view marketing activities as market based assets that directly influence the expected returns and the volatility in these returns. Understanding the relationship between marketing activities and expected return and volatility in return, will allow students to understand the link between marketing and financial performance. This course will also briefly discuss the implications of machine learning and fintech in the marketing-finance interface.												
Literature	<p>Srivastava, R.K., T.A. Shervani and L. Fahey (1998), 'Market Based-Assets and Shareholder Value: A Framework for Analysis, Journal of Marketing Vol 62 (January): 2-18.</p> <p>Gruca, T.S. and L.L. Rego (2005), 'Customer Satisfaction, Cash Flow, and Shareholder Value,' Journal of Marketing, vol 69 (July): 115-130.</p> <p>Rust, R.T., T. Ambler, G.S. Carpenter, V. Kumar and R.K. Srivastava (2004), 'Measuring Marketing Productivity: Current Knowledge and future Directions,' Journal of Marketing vol 68 (October), 76-89.</p> <p>Fornell, C., S. Mithas, F. V. Morgeson III and M.S. Krishan (2006), 'Customer Satisfaction and Stock Prices: High Returns, Low Risk,' Journal of Marketing vol 70 (January), 3-14.</p> <p>Luo, X. and N. Donthu (2006), 'Marketing's Credibility: A Longitudinal Investigation of Marketing Communication Productivity and Shareholder Value,' Journal of Marketing vol 70 (October), 70-91.</p> <p>Lovett, M.J. and J.B. MacDonald (2005), 'How Does Financial Performance Affect Marketing? Studying the Marketing-Finance Relationship From a dynamic Perspective,' Journal of the Academy of Marketing Science 33 (4): 476-485</p> <p>State-of-the art literature published in the leading marketing journals. A detailed literature list will be available online (Eleum) at the section course material / group meetings.</p>												
Prerequisites	Courses and workload are very demanding for all IB Master courses. Students are expected to have basic knowledge about marketing as well as about finance. Moreover, as advanced statistical techniques will be presented, knowledge of and experience in statistics as well as analytic insights are required for this course.												
Teaching methods	PBL / Presentation / Lecture / Assignment												
Assessment methods	Attendance / 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 - No specialisation</td><td>Year 1 Disc - IB Marketing-Finance</td></tr> <tr> <td>Master Business Research - Operations Research</td><td>Year 1 Elective Course(s)</td></tr> <tr> <td>Master Business Research - Operations Research</td><td>Year 2 Elective Course(s)</td></tr> <tr> <td>Master International Business - Marketing-Finance</td><td>Compulsory Course(s)</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 - No specialisation	Year 1 Disc - IB Marketing-Finance	Master Business Research - Operations Research	Year 1 Elective Course(s)	Master Business Research - Operations Research	Year 2 Elective Course(s)	Master International Business - Marketing-Finance	Compulsory Course(s)	SBE Exchange Master	Master Exchange Courses	SBE Non Degree Courses	Master Courses
Master Business Research - No specialisation	Year 1 Disc - IB Marketing-Finance												
Master Business Research - Operations Research	Year 1 Elective Course(s)												
Master Business Research - Operations Research	Year 2 Elective Course(s)												
Master International Business - Marketing-Finance	Compulsory Course(s)												
SBE Exchange Master	Master Exchange Courses												
SBE Non Degree Courses	Master Courses												