Course Descriptions None 2013-2014

Course Title	Return on Marketing
Course Code	EBC4081
ECTS Credits	6,5
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	28-10-2013	20-12-2013	X/E			X/E	

Level	Advanced
Coordinator	Kathleen Cleeren For more information:k.cleeren@maastrichtuniversity.nl
Language of instruction	English
Goals	Return on Marketing refers to the long-term net financial outcome of marketing actions. This course develops your strategic understanding of analytical techniques and offers you hands-on experience to assess whether marketing initiatives result in bottom line profits. You gain knowledge of perceptual and behavioural metrics that can be used to evaluate marketing strategies in a national and international context. You will become skilled at applying different software packages to analyse existing data and learn how to interpret these findings and adjust the marketing strategy accordingly. In addition, you strengthen a broad range of skills mainly including presentation, analysis, and time-management skills.
Description	While traditionally marketing and finance have been considered as independent disciplines, in recent years there has been a call for more financial accountability in marketing. Careful and calculated selection processes need to be undertaken to ensure that the firm chooses to market to the right customer at the right time with the right program, taking into account the financial impact of all the relevant decisions. Different perceptual and behavioural metrics have been proposed to assess the (financial) impact of marketing strategies such as customer satisfaction, customer retention, return on relationships (ROR), return on investment (ROI), customer life time value (CLV), customer/brand equity and bottom line profitability. The course encourages you to take an analytical view of long-term marketing initiatives and you learn specific analytical techniques for measuring return on marketing. Complementary, you gain hands-on experience using comprehensive software packages and techniques to analyse real-life data.
Literature	A detailed literature list will be available on the Eleum site of the course
Prerequisites	All students who are admitted to the Master of Science in International Business can follow this course. In one assignment, students have to use SPSS. So a background and/or interest in learning SPSS is strongly recommended.
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
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

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 Finance	Electives
Master International Business Track Organisation	Electives
Master International Business Track Strategic Marketing	Strategic Marketing
Master International Business Track Strategy and Innovation	Electives