Course Descriptions None 2013-2014

Course Title	Shareholder Value & Market Based Assets
Course Code	EBC4126
ECTS Credits	6,5
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	2-9-2013	25-10-2013		X			X

Level	Advanced
Coordinator	Arvid Hoffmann For more information:a.hoffmann@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. Other teaching methods: opening lecture.
Literature	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. Gruca, T.S. and L.L. Rego (2005), 'Customer Satisfaction, Cash Flow, and Shareholder Value,' Journal of Marketing, vol 69 (July): 115-130. 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. 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. 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. 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 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.
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

Master Business Research	IB Electives
Master Business Research Track OR	IB 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 Marketing-Finance	Marketing-Finance
Master International Business Track Organisation	Electives
Master International Business Track Strategy and Innovation	Electives
SBE Exchange Master	Master Courses
SBE Non Degree Courses	Master Courses