Course Descriptions None 2015-2016

Course Title	Return on Marketing
Course Code	EBC4081
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	26-10-2015	18-12-2015	X/E			X/E	

Level	Advanced
Coordinator	Marleen Hermans For more information:marleen.hermans@maastrichtuniversity.nl
Language of instruction	English
Goals	Marketing modelling is the discipline of linking marketing decisions to output measures such as market shares and sales in order to assess the effectiveness of these decisions. The aim of the course is to introduce you to basic marketing modelling. The course has three main goals: 1. Acquire the academic knowledge on marketing effectiveness. 2. Teach you how to read academic marketing modelling papers. 3. Taking first steps in marketing modelling yourself.
Description	The importance of the marketing department's role in a firm has been decreasing over the past three decades. As a result, marketing issues are receiving less attention in the boardroom, marketing is often perceived as a cost rather than an investment, and the role of the chief marketing officer (CMO) is under a lot of pressure. One of the main reasons behind this unfortunate trend, is that, in contrast to number crunchers as CFO's, marketing managers are often very little accountable. Indeed, a lot of marketing decisions are still made on the basis of gut feeling without a lot of hard support for the effectiveness of these decisions. Especially in tough economic times, this management style is under a lot of fire. This is where the art of marketing modelling can come in usefully. Market response models are used to assess the impact of marketing decisions on output measures as sales and market share. Although this discipline already exists in academia for years, a lot of companies still not use marketing modelling, although a lot of data are usually readily available. This course teaches you how to read academic papers that use marketing modelling to assess the impact of marketing decisions, and will also learn you how to build a good (basic) market response model yourself. As a result, you will learn how to make marketing investments more accountable, which will improve your position as an (accountable) marketing manager.
Literature	The literature will consist of a bundle of academic papers and book chapters. 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 the assignments, students will have to use regression analysis and SPSS. So a background in regression analysis and SPSS is necessary.
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
Master International Business Track Sustainable Finance	Electives
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses