Course Descriptions None 2016-2017

Course Title	Value-Based Marketing
Course Code	EBC4082
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	6-2-2017	7-4-2017	X/E			X/E	

Level	Advanced
Coordinator	Elisabeth Brüggen For more information:e.bruggen@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	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. 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.
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

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