Course Descriptions None 2023-2024

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	4-9-2023	20-10-2023	X			X	

Level	Intermediate
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	Burggraeve, C. (2021), Marketing IS NOT a Black Hole
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 / Groupwork / Research
Assessment methods	Final Paper / Participation / Written Exam / Assignment
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 - No specialisation	Year 1 Disc - IB Marketing-Finance
Master Business Research - Operations Research	Elective Course(s)
Master International Business - Marketing-Finance	Compulsory Course(s)
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses