Course Descriptions None 2024-2025

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	2-9-2024	20-10-2024	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	This course is in transition for the master Business Research. See the Master Education and Examination Regulations for more information. The following rule applies to master Business Research students who started the programme prior to academic year 2024-2025. TRANSITIONAL REGULATION (EBC4126): The master Business Research has been discontinued. Courses of the Business Research master's programme will continue to be offered until and including academic year 2025-2026 with exam opportunities running until and including 2026-2027. 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	Transitional Regulation
Master Business Research - Operations Research	Transitional Regulation
Master International Business - Marketing-Finance	Compulsory Course(s)
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses