

# Course Descriptions None 2025-2026

Course Title Shareholder Value and Market Based Assets  
 Course Code EBC4126  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	1-9-2025	17-10-2025	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 <ul><li>Students are expected to have basic knowledge about marketing as well as about finance.</li><li>Moreover, as advanced statistical techniques will be presented, knowledge of and experience in statistics as well as analytic insights are required for this course.</li></ul><p>Note that courses and workload are very demanding for all master International Business courses.</p>

Transitional Regulations <div class="trreg"><div class="subtitle">TRANSITIONAL REGULATIONS</div><ul class="trcohorts"><li>Master Business Research</li><li>Master Business Research - Operations Research</li></ul><ol><li>In 2024-2025 and 2025-2026 education and exam/resit opportunities are offered.</li><li>In 2026-2027 exam/resit opportunities are offered.</li><li>From 2027-2028 onwards, the course is cancelled.</li></ol><table><col style="width: 200px;"><col style="width: 120px;"><thead><tr><th>Academic Year</th><th>Education</th><th>Exam/Resit</th><th>Replacement(s)</th></tr></thead><tbody><tr><td>2024-2025 - 2025-2026</td><td>X</td><td>X</td><td>&nbsp;</td></tr><tr><td>2026-2027</td><td>&nbsp;</td><td>X</td><td>&nbsp;</td></tr><tr><td>2027-2028 onwards</td><td>&nbsp;</td><td>&nbsp;</td><td>&nbsp;</td></tr></tbody></table></div>

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	In transition - Y1 Disc IB Marketing-Finance
	Master Business Research - Operations Research	In transition - Year 1+2 Elective Courses
	Master Business Research - Operations Research	Transitional Regulation
	Master International Business - Marketing-Finance	Compulsory Courses
	SBE Exchange Master	Master Exchange Courses
	SBE Non Degree Courses	Master Courses