

Course Descriptions None 2026-2027

Course Title Financial Product Development: A Marketing-Finance Approach
 Course Code EBC4113
 ECTS Credits 6,5
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	12-4-2027	4-6-2027	X			X	

Level Advanced
 Coordinator Joost Pennings For more information:joost.pennings@maastrichtuniversity.nl
 Language of instruction English

Goals The purpose of this course is to provide students with insight in the product development process of financial products, and how this differs from the product development process of more tangible products. More specifically, literature on the interface between marketing and finance will be used to gain a better understanding of these processes. Apart from this more theoretical part of the course, there will be a methodological component in which more attention will be paid to how we may try to find out investors' needs or the existence of different segments of investors and how companies may adapt their product development to incorporate such different segments. Students will be acquainted with advanced statistical techniques to do so.

Description The course integrates the financial literature on financial product development with the marketing approach towards product development. The course will show that both approaches are complementary to each others and that only by integrating the two approaches the necessary and sufficient conditions for successful financial product development will be fulfilled.

Literature Hooman Estelami, (2012), Marketing Financial Services, Indianapolis, USA: Dog Ear Publishing, ISBN: 978-145750-774-8.

Prerequisites * Exchange students need to have obtained a Bachelor degree in business.
 * Exchange students need to major in finance in their Master.
 * 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 analytical insights are required for this course.

Transitional Regulations Note that courses and workload are very demanding for all master International Business courses.
 <div class="trreg"><ul class="trcohorts">Master Business Research - No specialisationMaster Business Research - Operations ResearchIn 2024-2025 and 2025-2026 education and exam/resit opportunities are offered.In 2026-2027 exam/resit opportunities are offered.From 2027-2028 onwards, the course is cancelled.<table><col style="width: 200px;"><col style="width: 120px;"><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> </td></tr><tr><td>2026-2027</td><td> </td><td>X</td><td> </td></tr><tr><td>2027-2028 onwards</td><td> </td><td> </td><td> </td></tr></tbody></table></div>

Teaching methods PBL / Presentation / Lecture / Assignment / Groupwork

Assessment methods Final Paper / Attendance / Participation

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 - Year 1 Disc IB Marketing-Finance
	Master Business Research - Operations Research	In transition - Year 1+2 Elective Courses
	Master Human Decision Science	Elective Courses
	Master International Business - Accounting and Financial Analysis	Elective Courses
	Master International Business - Entrepreneurship and Business Development	Elective Courses
	Master International Business - Managerial Decision-Making and Control	Elective Courses
	Master International Business - Information Management and Business Intelligence	Elective Courses
	Master International Business - Marketing-Finance	Compulsory Courses
	Master International Business - Organisation: Management, Change and Consultancy	Elective Courses
	Master International Business - Strategic Corporate Finance	Elective Courses
	Master International Business - Strategic Marketing	Elective Courses
	Master International Business - Strategy and Innovation	Elective Courses
	Master International Business - Supply Chain Management	Elective Courses
	Master International Business - Sustainable Finance	Elective Courses