

Course Title	Shareholder Value & Market Based Assets							
Course Code	EBC4126							
ECTS Credits	6,5							
Assessment	None							
Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
	1	3-9-2018	26-10-2018		X			X
Level	Advanced							
Coordinator	Peiran Jiao, Tobias Ruof For more information:p.jiao@maastrichtuniversity.nl; t.ruof@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.							
Literature	<p>Other teaching methods: opening lecture.</p> <p>Srivastava, R.K., T.A. Shervani and L. Fahey (1998), 'Market Based-Assets and Shareholder Value: A Framework for Analysis, Journal of Marketing Vol 62 (January): 2-18.</p> <p>Gruca, T.S. and L.L. Rego (2005), 'Customer Satisfaction, Cash Flow, and Shareholder Value,' Journal of Marketing, vol 69 (July): 115-130.</p> <p>Rust, R.T., T. Ambler, G.S. Carpenter, V. Kumar and R.K. Srivastava (2004), 'Measuring Marketing Productivity: Current Knowledge and future Directions,' Journal of Marketing vol 68 (October), 76-89.</p> <p>Fornell, C., S. Mithas, F. V. Morgeson III and M.S. Krishan (2006), 'Customer Satisfaction and Stock Prices: High Returns, Low Risk,' Journal of Marketing vol 70 (January), 3-14.</p> <p>Luo, X. and N. Donthu (2006), 'Marketing's Credibility: A Longitudinal Investigation of Marketing Communication Productivity and Shareholder Value,' Journal of Marketing vol 70 (October), 70-91.</p> <p>Lovett, M.J. and J.B. MacDonald (2005), 'How Does Financial Performance Affect Marketing? Studying the Marketing-Finance Relationship From a dynamic Perspective,' Journal of the Academy of Marketing Science 33 (4): 476-485</p> <p>State-of-the art literature published in the leading marketing journals. A detailed literature list will be available online (Eleum) at the section course material / group meetings.</p>							
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 / Assignment							
Assessment methods	Attendance / 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 - Operations Research				IB Electives			
	Master International Business - Accountancy				Electives			
	Master International Business - Controlling				Electives			
	Master International Business - Entrepreneurship and SME Management				Electives			
	Master International Business - Marketing-Finance				Compulsory Courses			
	Master International Business - Organisation: Management, Change and Consultancy				Electives			
	Master International Business - Strategic Corporate Finance				Electives			
	Master International Business - Strategy and Innovation				Electives			
	Master International Business - Sustainable Finance				Electives			
SBE Exchange Master				Master Exchange Courses				
SBE Non Degree Courses				Master Courses				