

## Course Descriptions Exchange 2018-2019

Course Title Shareholder Value & Market Based Assets  
 Course Code EBC4126  
 ECTS Credits 6,5  
 Assessment None

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.

Other teaching methods: opening lecture.  
 Literature 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.  
 Gruca, T.S. and L.L. Rego (2005), 'Customer Satisfaction, Cash Flow, and Shareholder Value,' Journal of Marketing, vol 69 (July): 115-130.  
 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.  
 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.  
 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.  
 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

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.

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