

Welcome to School of Business and Economics

MSc International Business – Marketing - Finance



MSc International Business – Marketing - Finance



Dr. Thomas Post

Assistant Professor of Finance

Program Leader MSc IB/Marketing-Finance

Why is a Marketing-Finance programme necessary?







- You think saving something extra for retirement makes sense?
- Ok, let's try to do it!

Why is a Marketing-Finance programme necessary?

De producten van ██████████

Voor jezelf - particulier

Op zoek naar de koers van een beleggingsfonds? [Bekijk de koersen.](#)






 Verzekeringen	 Sparen en beleggen	 Voordeelpakket
 Pensioen via je werkgever	 Aanvullend pensioen	 Hypotheek

Why is a Marketing-Finance programme necessary?

Sparen en beleggen

Op zoek naar de koers van een beleggingsfonds? [Bekijk de koersen.](#)









 Internet spaarrekening Niet meer af te sluiten	 Beleggersrekening Niet meer af te sluiten	 De fondsenrekening van ██████████ Niet meer af te sluiten
 Premiedepotrekening Niet meer af te sluiten	 Hypotheek beleggersrekening Niet meer af te sluiten	

Why is a Marketing-Finance programme necessary?

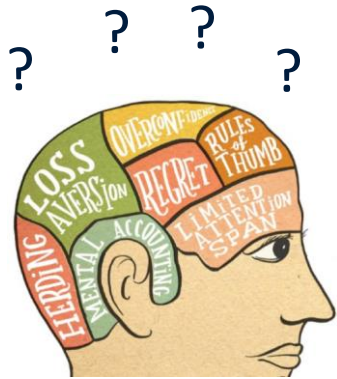
De producten van ██████████

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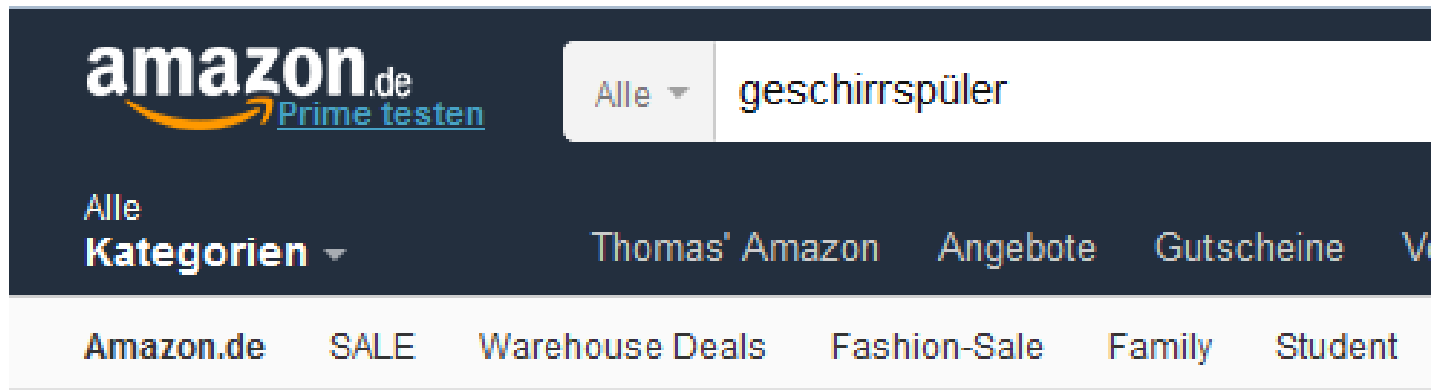
Aanvullend pensioen

 <p>Lijfrente spaarrekening</p>	 <p>Extra pensioen beleggen</p>	 <p>Extra pensioenuitkering</p>
 <p>Direct ingaande lijfrente</p>	 <p>Uitgestelde garantie lijfrente</p>	

What does Finance Theory (and professionals) often assume about how people make decisions?



How do (most) real people make decisions?



1-16 von 67.931 Ergebnissen oder Vorschlägen für **"geschirrspüler"**

- weergave
 - Tegels
 - Lijst
- Prijs

€ 209 t/m € 4378 ▶
- Bouw
- Merk
- Aantal couverts
- Integreerbaar
- Aantal programma's
- Temperatuur-standen
- Energieklasse
- Opties
 - Autom. programma's
 - Display
 - Halve belading
 - Resttijd-indicatie
 - Starttijd keuze
 - Lekkage-beveiliging
- Geluidsniveau (dB)
- Breedte (cm)
- Hoogte (cm)
- Diepte (cm)
- Waterverbruik

Specificeer verder

 Q


Bosch SMV90E30
 Vaatwasser | Inbouw | Aantal couverts: 12 ▪
 Integreerbaar: Volledig integreerbaar...

v.a. **469,-** Meer informatie



Indesit DIF 04 B1
 Vaatwasser | Inbouw | Aantal couverts: 13 ▪
 Integreerbaar: Volledig integreerbaar...

289,- Meer informatie



Indesit DFG 15B1 A EU
 Vaatwasser | Vrijstaand | Aantal couverts: 13 ▪
 Integreerbaar: Niet integreerbaar...

v.a. **278,-** Meer informatie



Etna VWT349WIT
 Vaatwasser | Vrijstaand | Aantal couverts: 6 ▪
 Integreerbaar: Niet integreerbaar...

v.a. **219,-** Meer informatie



Siemens SN25L801
 Vaatwasser | Vrijstaand | Aantal couverts: 12 ▪
 Integreerbaar: Niet integreerbaar | Automatische programma's...

v.a. **329,-** Meer informatie



Beko DIN 14210
 Vaatwasser | Inbouw | Aantal couverts: 12 ▪
 Integreerbaar: Volledig integreerbaar...

269,- Meer informatie



Siemens SN24D207EU
 Vaatwasser | Vrijstaand | Aantal couverts: 12 ▪
 Integreerbaar: Niet integreerbaar...

v.a. **329,-** Meer informatie



Exquisit EGSP 1131 EA
 Vaatwasser | Inbouw | Aantal couverts: 12 ▪
 Integreerbaar: Volledig integreerbaar...

v.a. **299,-** Meer informatie



Bosch SKS50E32EU
 Vaatwasser | Vrijstaand | Aantal couverts: 6 ▪
 Integreerbaar: Niet integreerbaar...



Bosch SMS50D48
 Vaatwasser | Vrijstaand | Aantal couverts: 12 ▪
 Integreerbaar: Niet integreerbaar...

Why is a Marketing-Finance programme necessary?

- Companies need linking-pins between marketing and finance departments:
 - There is a communication gap between marketers and finance professionals
 - (- And the customer!!)
 - Need for a common language!
(and of course more than that)

Why is a Marketing-Finance programme necessary?

- Financial products' design and development require an interdisciplinary marketing-finance approach
 - What is technically possible?
 - What does the consumer/investor want?
- But also: Marketing needs to become accountable
 - What is the effect of marketing actions on financial performance?

The Marketing-Finance programme

- Teaches you all the funny biases and heuristics in consumer and investor financial decision-making



The Marketing-Finance programme

- Develops professionals who are able to bridge and link marketing and finance
- Teaches you an understanding of finance, marketing, consumer psychology and their interrelations
- And, how to integrate them in an environment that aims at maximizing financial performance as well as customer value

Career prospects

- Plentiful in all types of organizations
 - Financial Services and Banking
 - Marketing Research and Strategy
 - Management Consulting
 - ...



- You will be the one that
 - Creates innovative, successful (financial) products
 - Links marketing actions to the financial bottom line
 - Help firms understanding consumer financial decision-making
- MF will makes you rather a generalist than a specialist
 - This is what makes you valuable not only *now* for the labor market but also in the *future*

The Marketing-Finance programme

- Is not just a mix of Marketing and Finance courses
 - Some Marketing courses
 - Some Finance courses
 - Several unique M/F courses!
- And business events and workshops
(Deutsche Bank, Procter & Gamble, ...)

What is the specialisation structure?

Students
starting in
September

	IB/Marketing-Finance	
1	Marketing Research Methods	Shareholder Value and Market-Based Assets
2	Institutional Investors	Consumer Psychology
3	Thesis Skills Marketing / Thesis Skills Finance	
4	Behavioural Finance	Master's Thesis
5	Financial Product Development: A Marketing-Finance Approach	Master's Thesis
6	Completing the Master's Thesis	

State of the art combination and integration of Marketing / Finance courses

What is the specialisation structure?

Students starting in February

	IB/Marketing-Finance	
4	Behavioural Finance	Marketing Research Methods
5	Financial Product Development: A Marketing-Finance Approach	Consumer Psychology
6	Thesis Skills Marketing / Thesis Skills Finance	
1	Shareholder Value and Market-Based Assets	Master's Thesis
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State of the art combination and integration of Marketing / Finance courses

Shareholder Value and Market-Based Assets

- Foundation of the marketing-finance interface
- Learn how market-based assets drive shareholder value
- Market-based assets include:
 - Customer relationships
 - Channel relationships
 - Partner relationships



Dr. Peiran Jiao

Consumer Psychology

- One important market-based asset is the customer
- Course aims to provide advanced knowledge and understanding of (sometimes irrational) customer behavior



Dr. Anouk Festjens

Institutional Investors

- Course approaches institutional investors from a marketing-finance perspective
- The topics addressed
 - Asset-liability management
 - Hedge funds and shareholder activism
 - Pension fund governance
 - Socially responsible investments



Prof. Dirk Broeders

Marketing Research Methods

- Tools to perform own marketing-finance research
- Hands-on experience using statistical software packages
- Learn answering research questions using empirical data



Dr. Mark Graus

Behavioural Finance

- How psychology affects financial markets and investor and corporate decision-making

- What for?
 - Debiasing
 - Financial product development
 - Marketing of financial services
 - Financial advice and consulting



Dr. Thomas Post

Financial Product Development: A Marketing-Finance Approach

- Learn to create successful financial products
- Based on real world problems and cases
- And both finance and marketing knowledge
 - Finance tells you what is technically feasible
 - Marketing tells you what consumers want



Prof. Joost Pennings

Master's Thesis

- You engage in innovative and highly relevant thesis topics
- Brings all the knowledge together to develop an exiting academic and practical contribution
- Numerous possibilities to interact with the business world in writing your thesis
 - Current graduates have written theses at Deutsche Bank, APG, Deloitte, Procter & Gamble, ING ...

The Marketing-Finance Interface: a unique programme at Maastricht University



- Started: September 2008
- Unique: first in Europe
- Industry driven
- Business realism
- Excellent job prospects

Further questions?

www.maastrichtuniversity.nl/sbe

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Watch our video

<https://www.youtube.com/watch?v=erJdkhZPo70>



Or visit us at the information market in the Mensa