

Welcome at Maastricht University

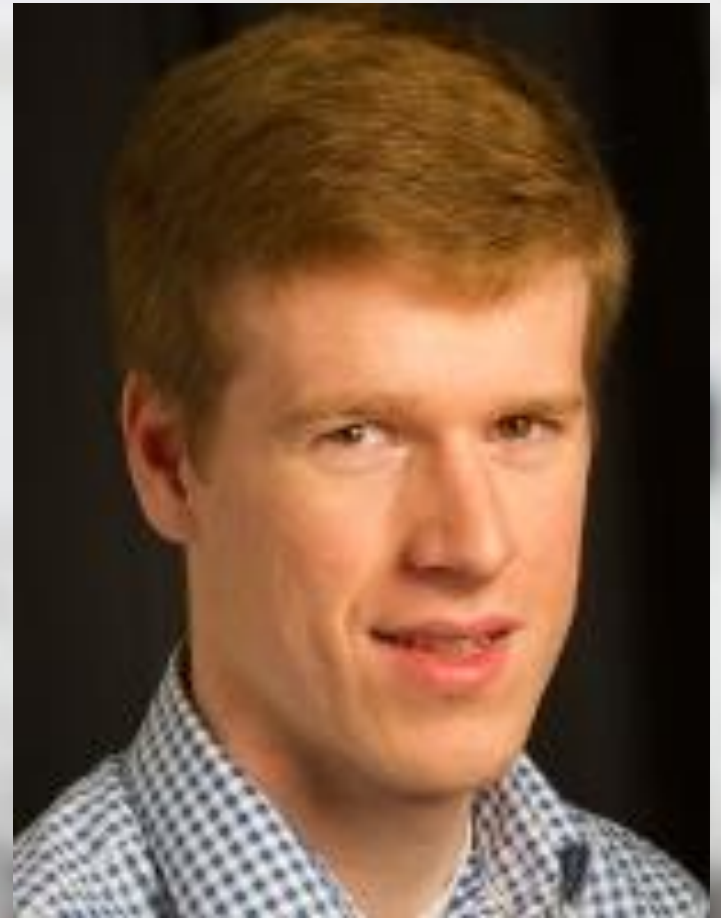
MSc International Business / Strategic Marketing



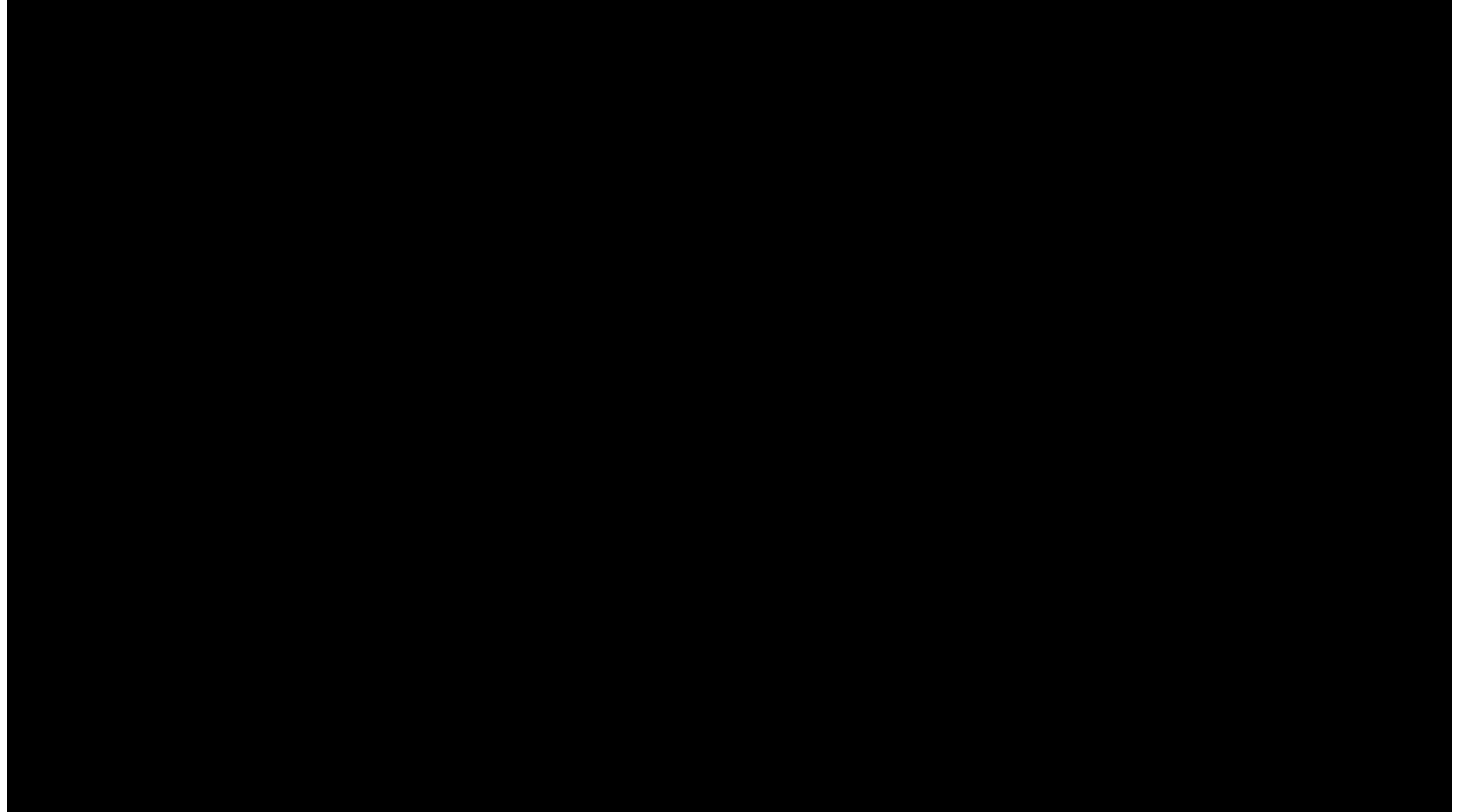
Dr. Niels Holtrop

Programme Leader

Strategic Marketing



What we offer – in a nutshell





1 Today's Marketing Challenges

2 Preparing you for the future

3 Q & A



1 Today's Marketing Challenges

2 Preparing you for the future

3 Q & A

Marketing Evolution: Co-Creators of value

1990s: Value-Focus

2000s: Relationship-Focus

2010s: Stakeholder-Focus



company



**individual
customers**



employees
(=internal customers)



brand community



society

...

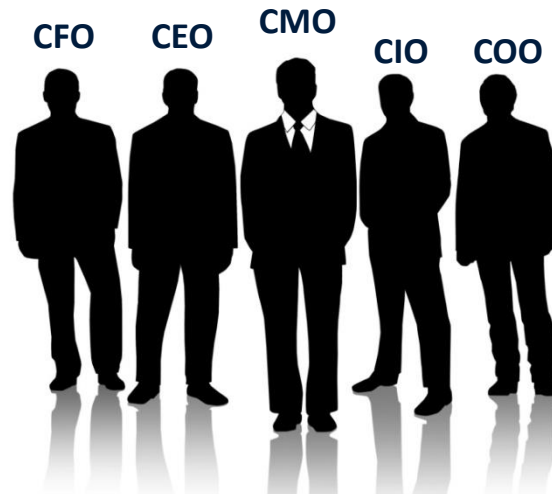
other stakeholders

Today's Marketing Challenges

1 Customer Orientation

- **Formerly** Limited to the Marketing Department.
- **Today** Corporate Strategy and Culture.

→ *What is Marketing's new role within the company?*



Today's Marketing Challenges

2 Communication Channels

- **Formerly** Mass Media Advertising.
- **Today** Social Media, Mobile Marketing.

→ *Risks & Opportunities?*



Today's Marketing Challenges

3 Disruptive changes in consumption

Robotics



From ownership to access



IoT, Smart Home



Digital Business Models





1 Today's Marketing Challenges

2 Preparing you for the future

3 Q & A



Statistics are alright.

I'm a pro-active thinker!

Changing perspectives is fascinating!

Student Profile

flexible attitude

strong interpersonal skills

ability to look at old problems in a new way



What today's Marketing Managers need



COMPETENCIES

- Connect with your customers
 - Understand the customer
 - Understanding complex service relationships
 - Provide value
- Innovate products, services and processes
- Be accountable
 - Data-driven decisions
 - Measure and improve performance

OUR COURSES

Consumer Psychology

Services Management



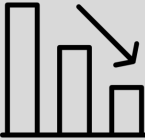

Value-Based Marketing

Marketing Innovation
Management


Marketing Research Methods

Marketing Analytics

Specialisation structure (1)

| Block | MSc IB/Strategic Marketing | |
|-------|--|--|
| 1 | Services Management  | Marketing Research Methods  |
| 2 | Marketing Analytics  | Consumer Psychology  |
| 3 | Start Master's Thesis | |

Specialisation structure (2)

| Block | MSc IB/Strategic Marketing | |
|-------|--|---|
| 4 | Value-Based Marketing  | Writing the Master's Thesis  |
| 5 | Marketing Innovation Management  | |
| 6 | Completing Master's Thesis | |

Service Management

- Managing service relationships
- Complex service systems
- Practicing service design
- Emphasizing transformative services

- Real-life case from the services sector



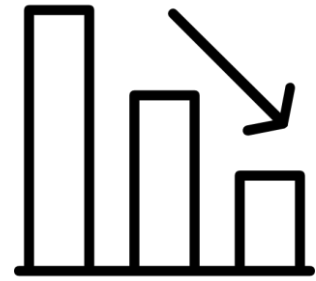
Marketing Research Methods



- Hands-on, data-based case approach
- Team assignment using statistical software IBM SPSS
- Relevant data analysis methods
- Generate insights that improve marketing decision-making

| Block | MSc IB/Strategic Marketing | |
|-------|----------------------------|----------------------------|
| 1 | Services Management | Marketing Research Methods |

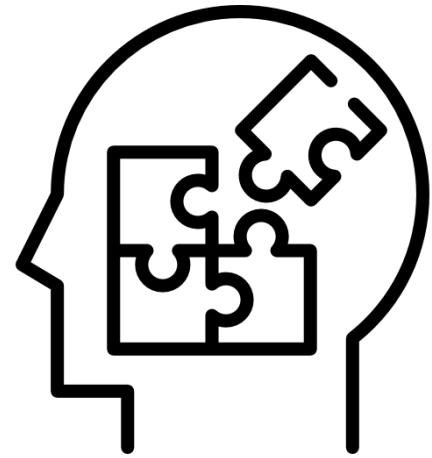
Marketing Analytics



- Quantify & measure effectiveness of (digital) marketing decisions
- Develop and interpret statistical models estimated on marketing data
- Hands-on experience in marketing modelling, real life company data
 - How do advertising and price promotions affect firm sales?
 - Which factors influence whether customers switch their service provider?

| Block | MSc IB/Strategic Marketing | |
|-------|----------------------------|---------------------|
| 2 | Marketing Analytics | Consumer Psychology |

Consumer Psychology



- Understanding consumers:
 - Why do consumers often act “irrational”?
 - Role of emotions, social norms, expectations, context
 - How to conduct research in the area of consumer behavior?

| Block | MSc IB/Strategic Marketing | |
|-------|----------------------------|---------------------|
| 2 | Marketing Analytics | Consumer Psychology |

Endowment effect



People value AN OBJECT they possess
MUCH MORE THAN ONE they DON'T

A small observation
from Behavioral Economics
x MARGARET Hagan 2012

Writing a Master's Thesis

- Information on master's thesis
- Develop high quality research proposal
- Receive first feedback from supervisor

3 options:

- Develop your own idea
- Join one of our research projects
- Do TIP (thesis and internship project)



| Block | MSc IB/Strategic Marketing |
|-------|----------------------------|
| 3 | Start Master's Thesis |

Value-Based Marketing



- Group meetings:
 - Value creation: employees, segmentation, sales
 - Value capturing: Pricing
- “Value-Based Marketing projects”
 - Real-life case competition: creating value

| Block | MSc IB/Strategic Marketing | |
|-------|----------------------------|-----------------------------|
| 4 | Value-Based Marketing | Writing the Master's Thesis |

“Value-Based Marketing consulting projects”

Putting Knowledge into Practice



service science factory
■ ■ ■ research | business | education

SIMON • KUCHER & PARTNERS
Strategy & Marketing Consultants

Project management workshop

Guest lecture

"No one knows more about pricing than Simon-Kucher." (Philip Kotler)

Marketing Innovation Management

- Understanding:
 - Detection of business opportunities, innovation development, innovation-oriented culture
 - Interaction of marketing with, e.g., Operations, R&D, HR, and Information systems
- Applying:
 - Real-life assignments: development / launch of novel idea
 - Guest lectures, e.g., Strategy Consultancy, Start-up, MNE



| Block | MSc IB/Strategic Marketing | |
|-------|---------------------------------|-----------------------------|
| 5 | Marketing Innovation Management | Writing the Master's Thesis |

Master's Thesis

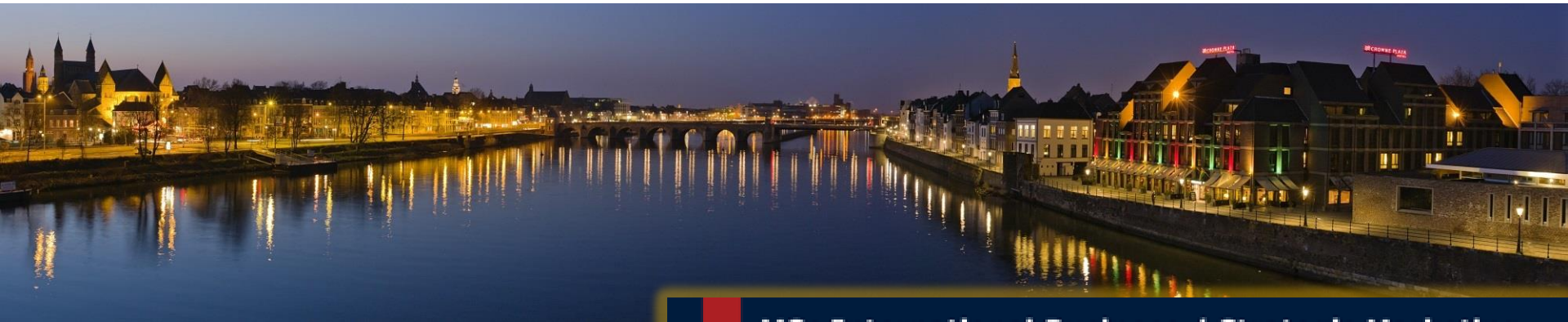
In-depth scientific study of a (strategic) marketing problem

- Academic relevance
- Managerial relevance
- Personal relevance



| Block | MSc IB/Strategic Marketing | |
|-------|---------------------------------|-----------------------------|
| 4 | Value-Based Marketing | Writing the Master's Thesis |
| 5 | Marketing Innovation Management | |
| 6 | Completing the Master's Thesis | |

What we offer – in a nutshell



MSc International Business / Strategic Marketing

- A programme with a **clear focus** and objective, not a general conceptual overview
- Strengthening **managerial** and **analytical** skills is at the heart of the programme
- A healthy mix of **academic rigor** and **real-life applications**
- **Award-winning** professors and tutors, researchers that publish in the top journals.
- **International** setting

Marketing is leading in research & teaching:

- #49 in research worldwide
- 7 teaching awards



Careers of our alumni

MSc – IB Track Strategic Marketing

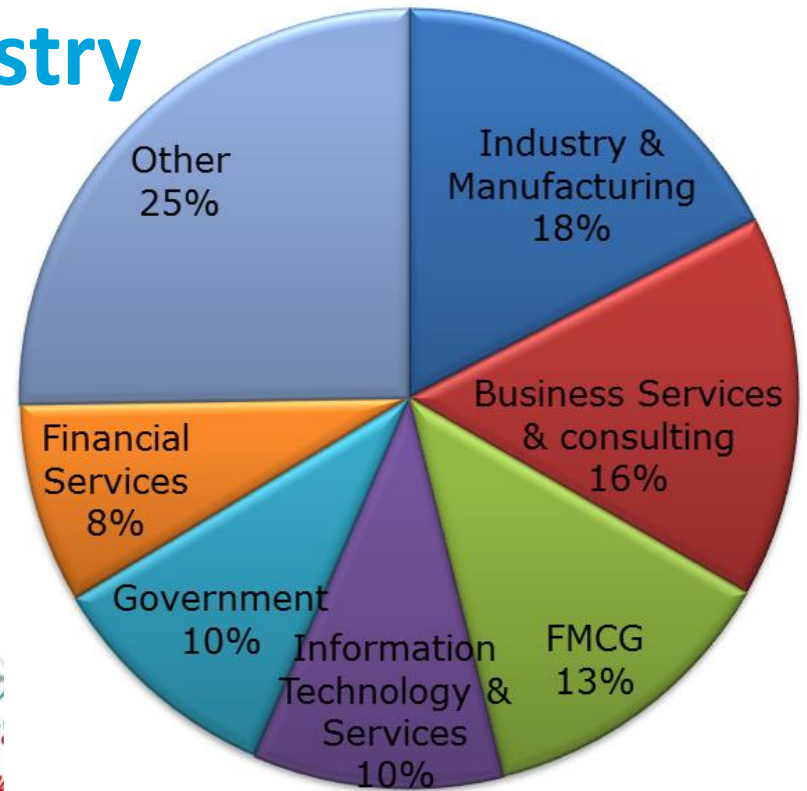


<1000 graduates
Employed in 23 countries



Management Consultant at Apple
Brand Manager at Unilever
Marketing Researcher at Nielsen
Community Manager at Vodafone
Account Strategist at Google
Communication Manager at Facebook
Policy advisor at the Ministry of Health, Welfare and Sports
Fashion advisor at Massimo Dutti
Project manager at ING
Customer Service expert at Philips Healthcare

Career Prospect per industry



Career prospects per position



You envision a research/academic career?



- two-year Master degree programme
- strong focus on science-related professional skills
- solid training in the art of dealing with complex problems
- reporting solutions based on critical reasoning and thorough analysis
- best preparation for
 - academia (PhD at SBE or elsewhere)
 - strategic positions in private industry (f.e., consulting)
- Contact: Gsbe-sbe@maastrichtuniversity.nl



MSc International Business / Strategic Marketing

Thank you!