

# MSc Strategic Marketing

Maastricht University, School of Business and  
Economics





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Programme Leader  
Strategic Marketing

# Today's Agenda

1

Today's  
Marketing  
challenges

2

Student Profile

3

Our  
Programme

4

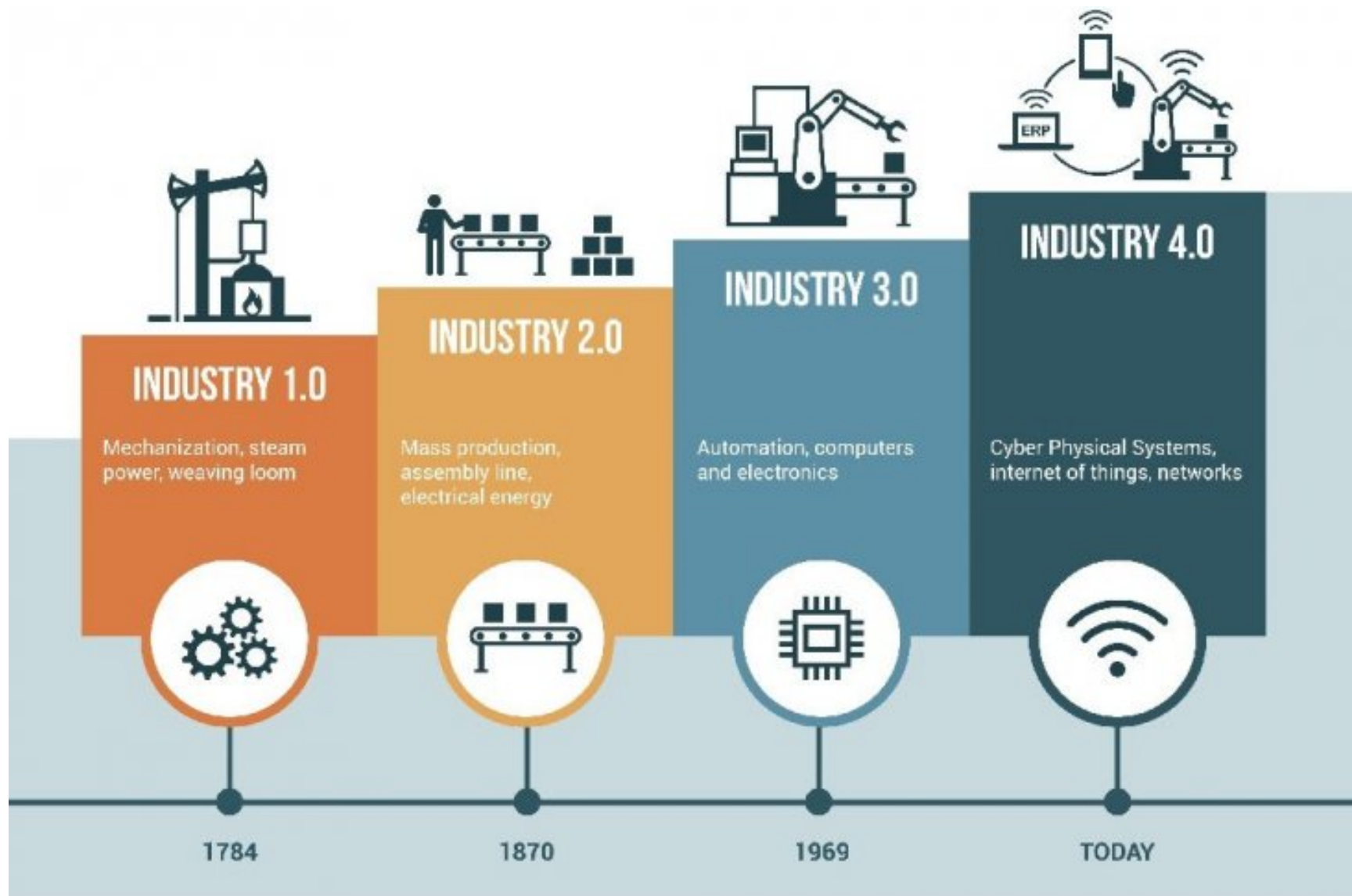
What does the  
future hold?

A person with a backpack stands on a rock, looking out over a vast mountain valley. The scene is set against a clear blue sky with a few clouds. The mountains are covered in green vegetation, and the overall atmosphere is one of adventure and exploration.

## Today's Marketing Challenges

# What is Marketing?

*Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.*

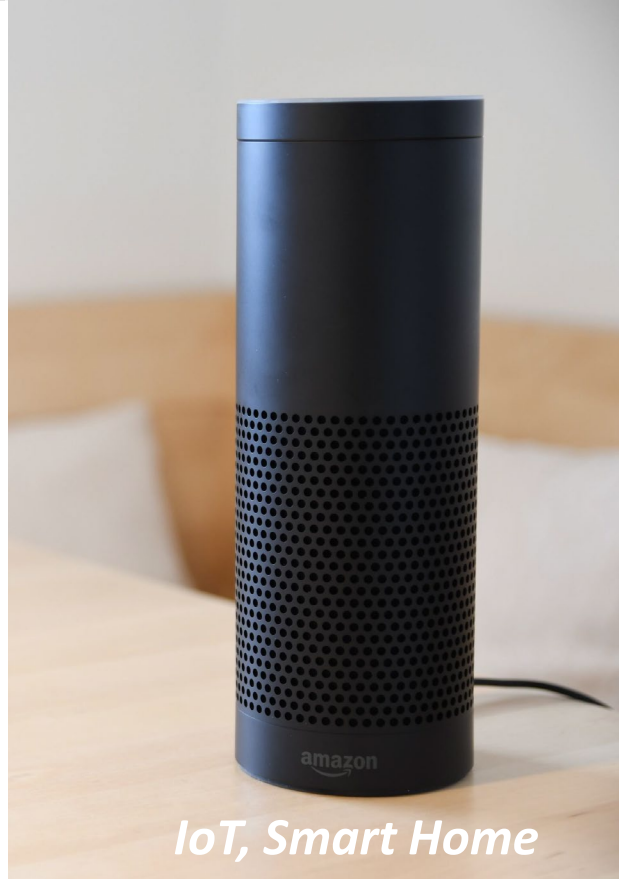




*Robotics*



*Digital Business Models*



*IoT, Smart Home*



*From ownership to access*

# 1. Disruptive changes in consumption

## 2. Communication Channels

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

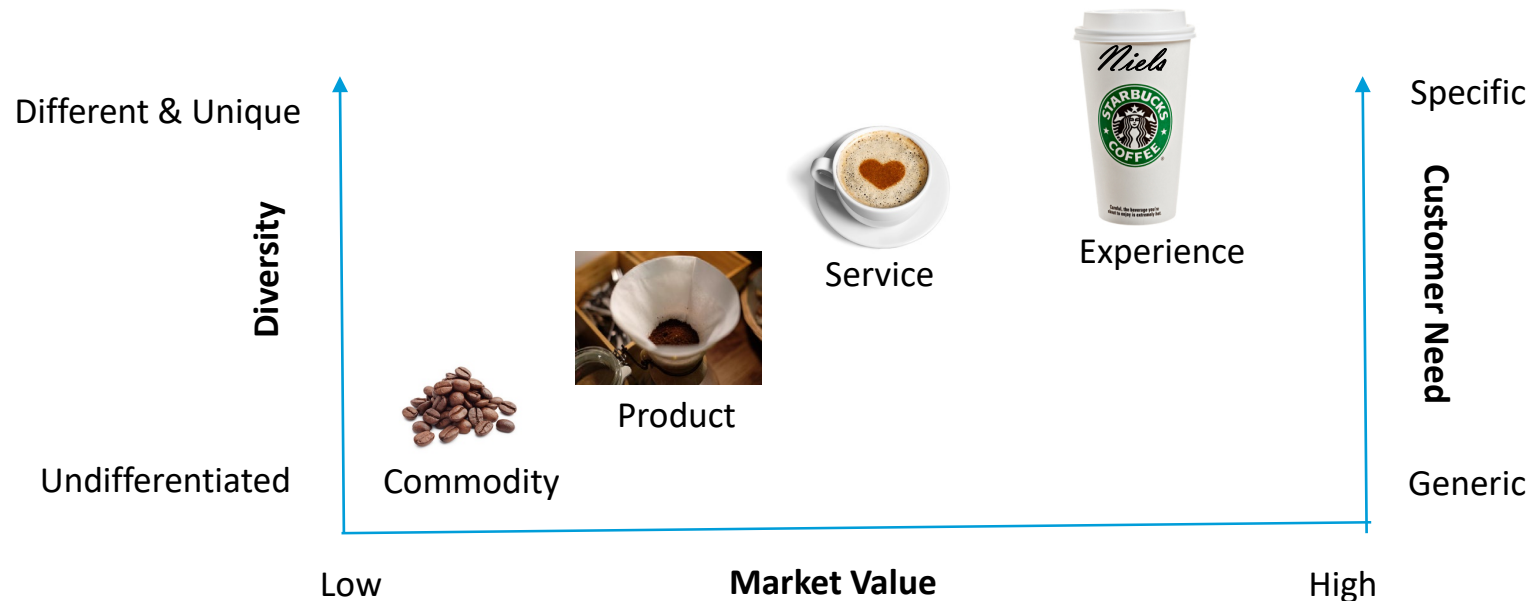
→ *Risks & Opportunities?*



### 3. From commodity to experience

- **Formerly** Commodities and products
- **Today** Addition of services, focus on experience

→ *What are relevant services and experiences customers need and want?*



## 4. From gut feeling to informed decisions

- **Formerly** Gut feeling and experience
- **Today** Data-driven decisions, accountable

→ ***Take advantage of the exponential increase in data availability***

→ ***Use data to inform decision-making throughout the marketing process***





Student  
Profile



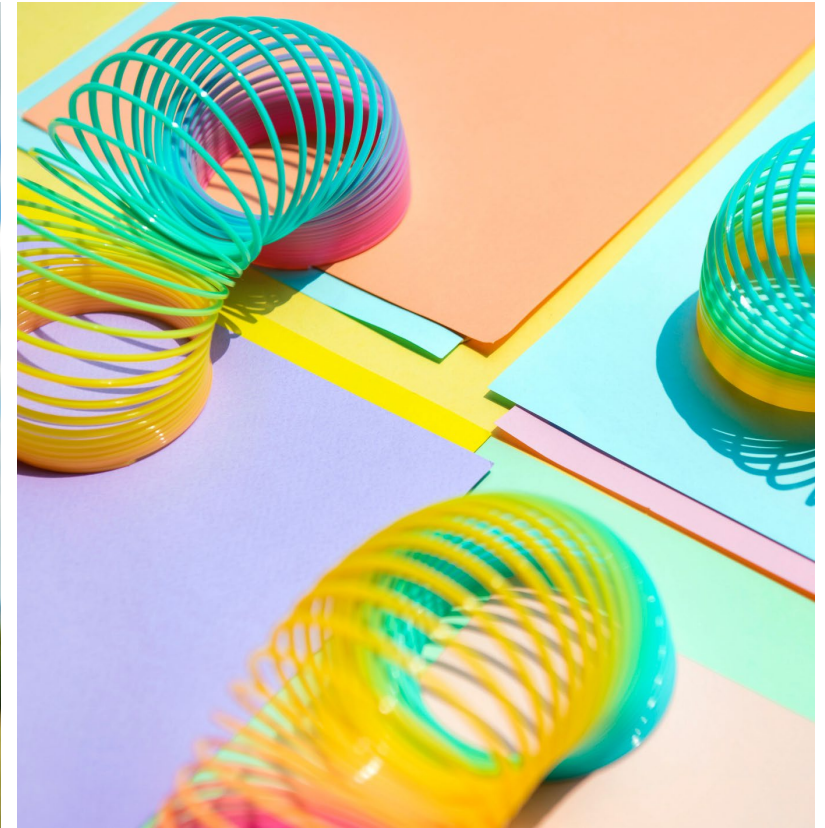
I am a pro-active  
thinker!

Statistics are  
alright!

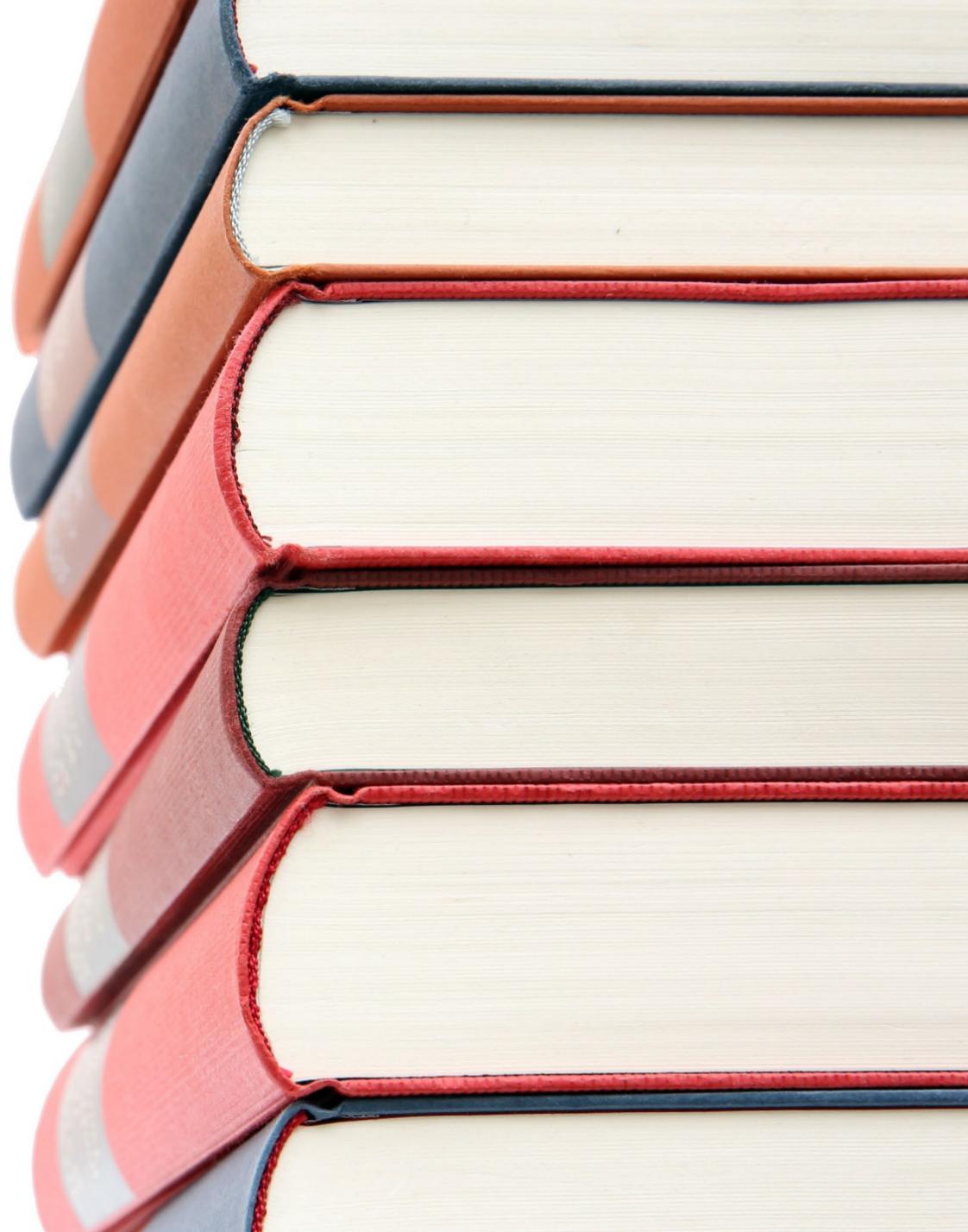
Strong  
Interpersonal  
Skills



Able to look at  
old problems in a  
new way (think  
outside the box)



Flexible, able to  
change  
perspectives



Our  
Programme

# What today's Marketing Managers need...

COMPETENCIES	OUR COURSES
<ul style="list-style-type: none"><li>▪ Connect with your customers<ul style="list-style-type: none"><li>– Understand the customer</li><li>– Understanding complex service relationships</li><li>– Provide value</li></ul></li></ul>	Consumer Psychology
	Services Management
	Value-Based Marketing
<ul style="list-style-type: none"><li>▪ Innovate products, services and processes</li></ul>	Marketing Innovation Management
<ul style="list-style-type: none"><li>▪ Be accountable<ul style="list-style-type: none"><li>– Data-driven decisions</li><li>– Measure and improve performance</li></ul></li></ul>	Marketing Research Methods
	Marketing Analytics

Block

MSc IB/Strategic Marketing

1

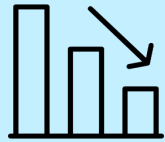


Services  
Management

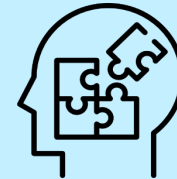


Marketing Research  
Methods

2



Marketing  
Analytics



Consumer  
Psychology

3

**Start Master's Thesis**

Block

MSc IB/Strategic Marketing

4



Value-Based  
Marketing

5



Marketing  
Innovation  
Management

6

**Completing Master's Thesis**



Writing the Master's Thesis



# Service Management

- Managing service relationships
- Complex service systems
- Practicing service design
- Emphasizing transformative services
- Real-life case from the services sector



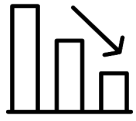
**Henkel**



# Marketing Research Methods

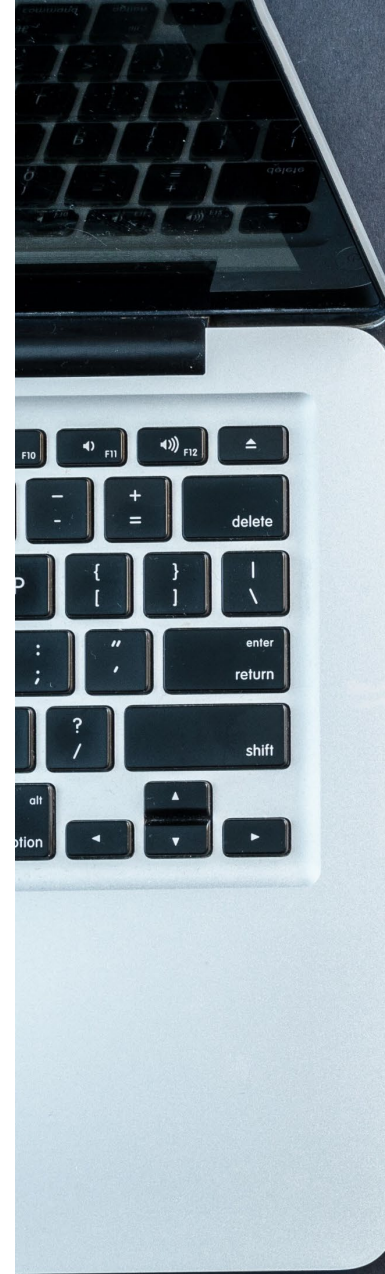
- Hands-on, data-based case approach
- Team assignment using statistical software R or SPSS
- Relevant data analysis methods
- Generate insights that improve marketing decision-making





# 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?

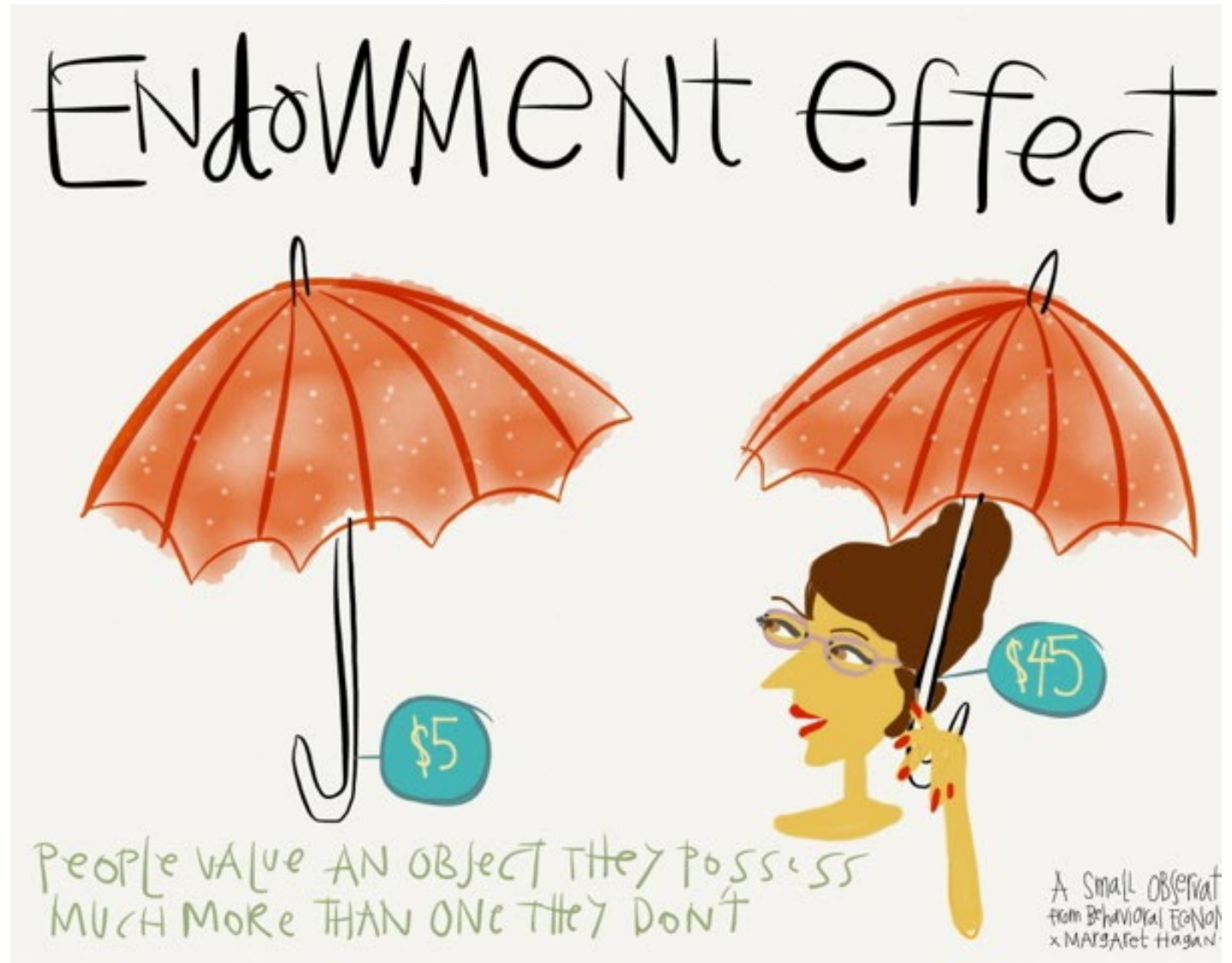




# Consumer Psychology

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?





# Writing a Master's Thesis

- Information on master's thesis
  - Develop high quality research proposal
  - Receive first feedback from supervisor
- 
1. Develop your own idea
  2. Join one of our research projects
  3. Do TIP (thesis and internship project)





# Value-Based Marketing

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





# 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





# What we offer In a nutshell...

- A programme with a clear focus
- Strengthening managerial and analytical skills
- A healthy mix of academic rigor and real-life applications
- Award-winning professors and tutors, researchers that publish in the top journals.
- International setting

A large group of graduates in black gowns and caps are gathered on the steps of a brick building. They are all looking upwards and throwing their caps into the air, creating a chaotic but celebratory scene. The caps are black with blue tassels. The building behind them has arched windows and a large arched entrance. The sky is overcast.

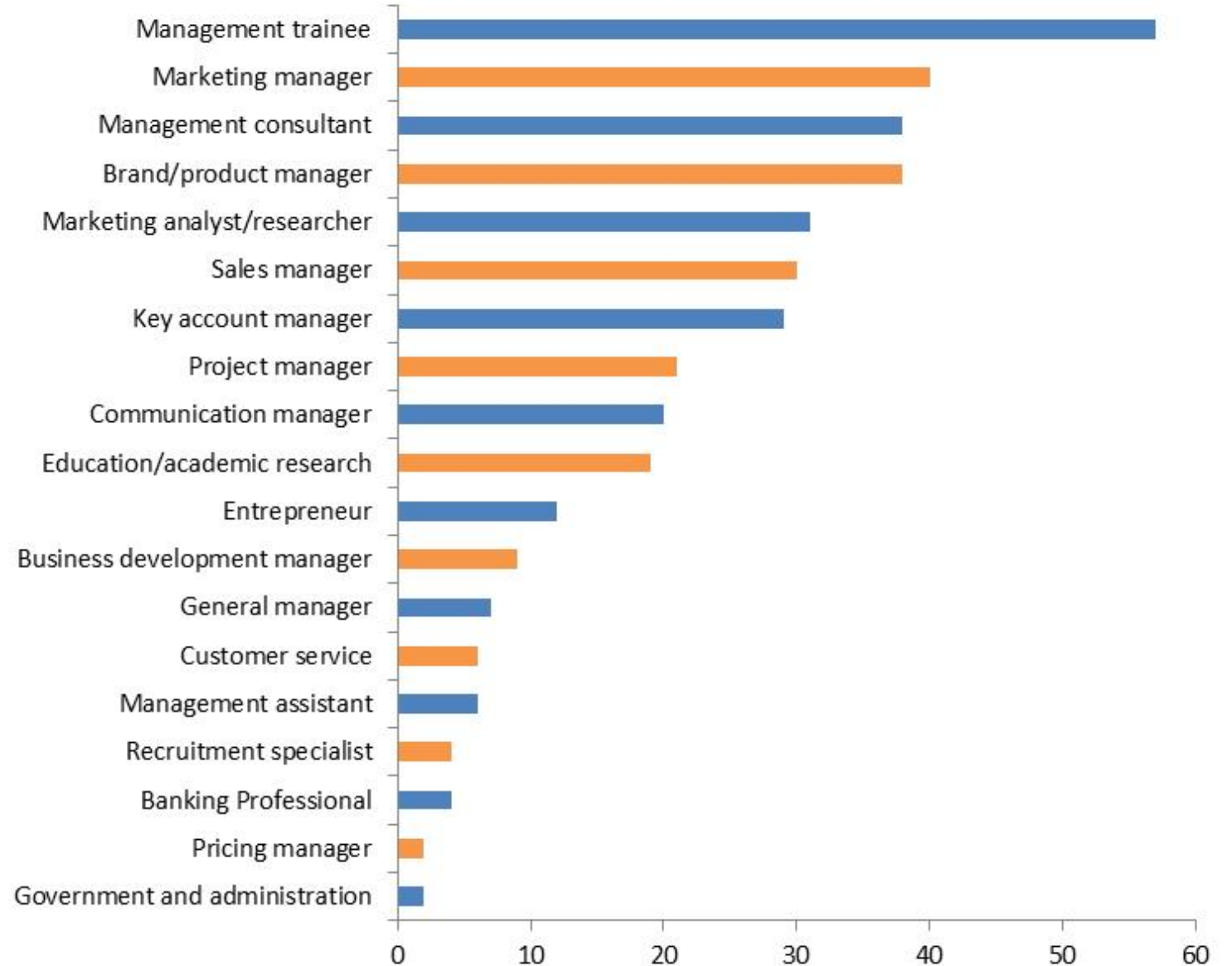
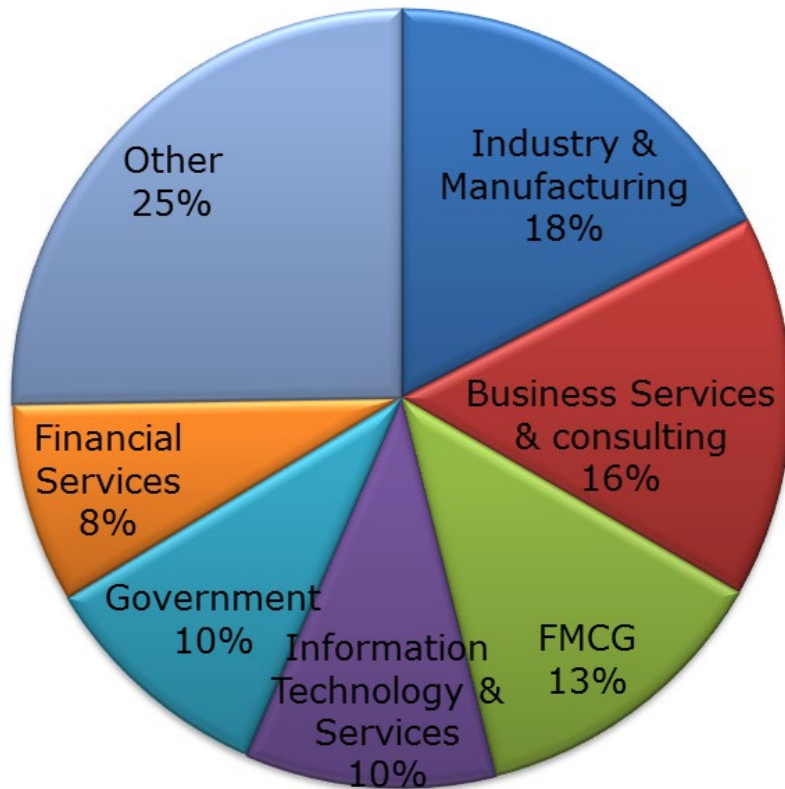
What does  
the future  
hold?

# Alumni Careers

- 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
- Project manager at ING
- Customer Service expert at Philips Healthcare



# Statistics



# *Questions?*

Contact: [Gsbe-sbe@maastrichtuniversity.nl](mailto:Gsbe-sbe@maastrichtuniversity.nl)

