

# Welcome at Maastricht University

MSc International Business / Strategic Marketing



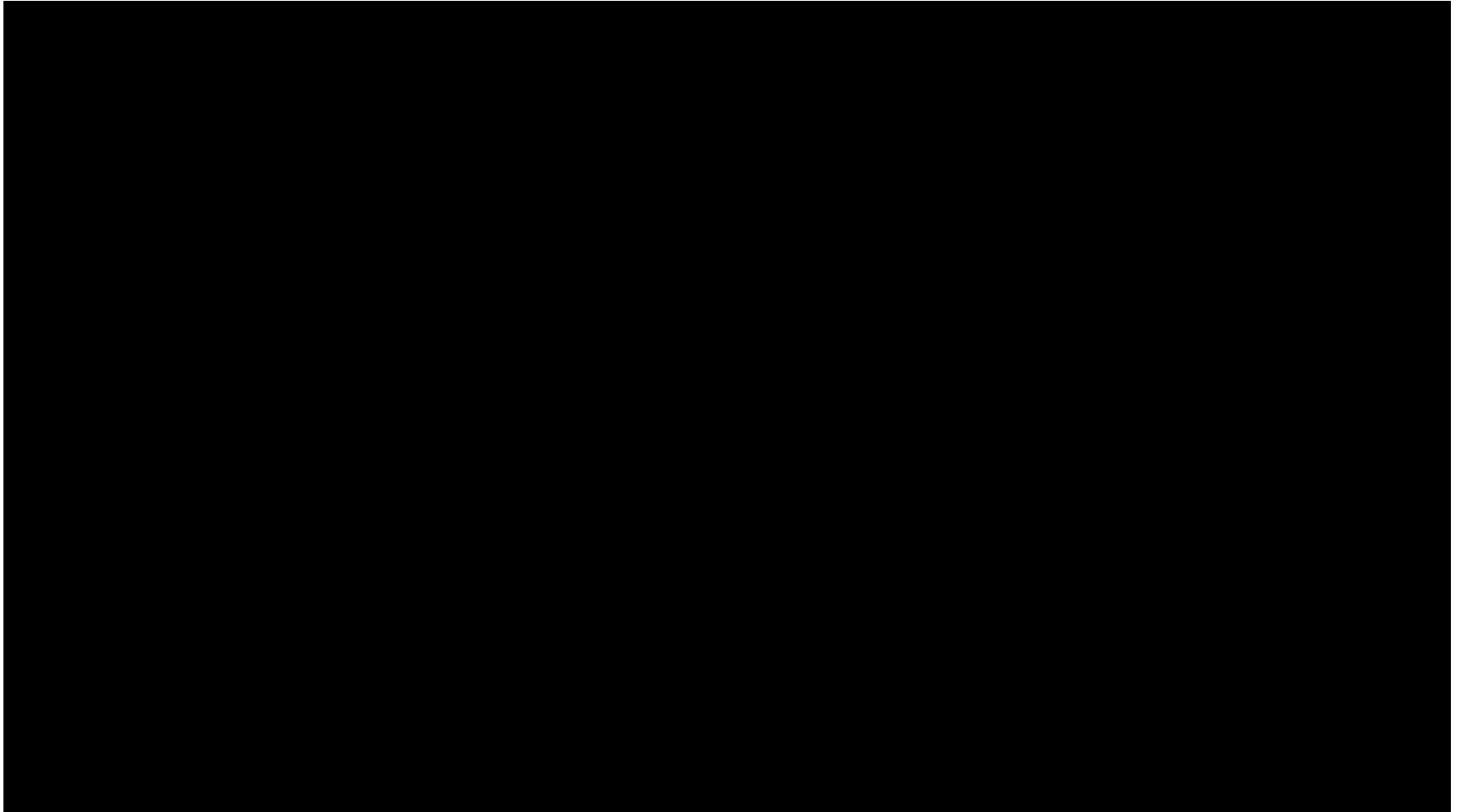
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Programme Leader

Strategic Marketing



# What we offer – in a nutshell



# Customers. Services. Value.





A smiling woman with dark hair, wearing a dark sleeveless top, holds a bright green balloon. She is positioned in the lower-left foreground. The background is a blurred view of water with a city skyline visible in the distance under a clear sky.

ONE MESSAGE. AT ONE TIME. TO ONE PERSON.  
*to change*

**HOPES. DREAMS. ASPIRATIONS.**

Can we change yours?





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

...

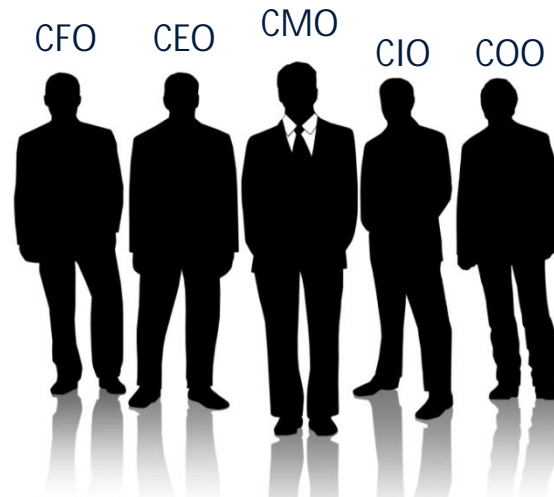
other stakeholders

# 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



# 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



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

# 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 (online) marketing decisions
- 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



# 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"

## *THE ACID TEST for Strategic Marketing Students*



service science faculty  
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



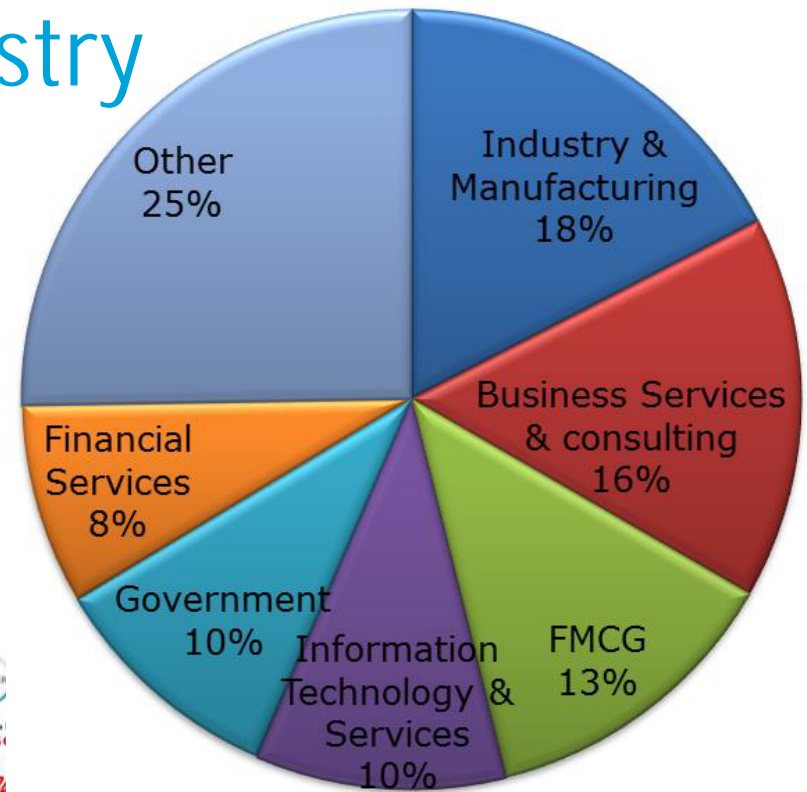
<1000 graduates  
Employed in 23 countries



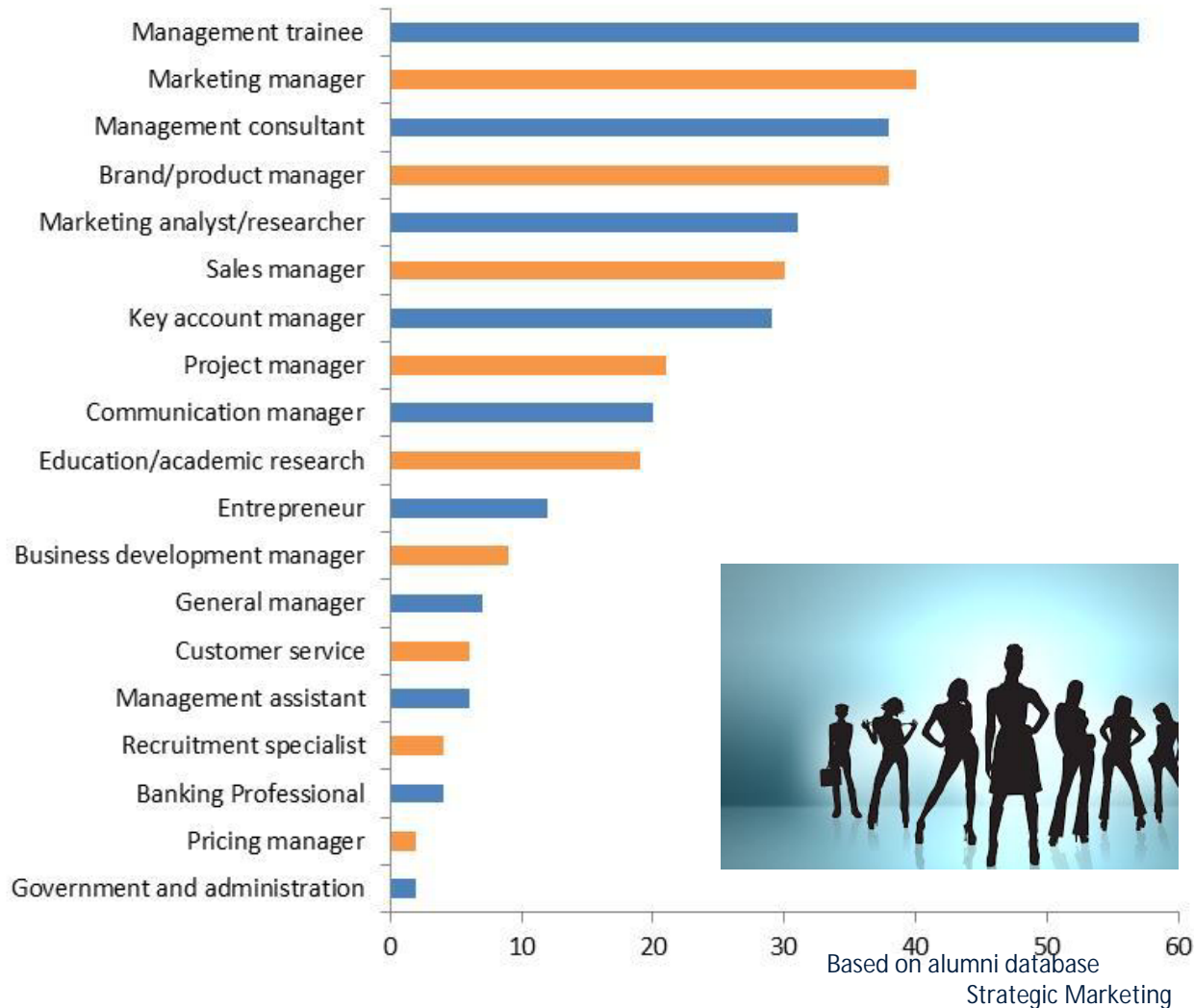
Management Consultant at Apple  
Brand Manager at Unilever  
Marketing Researcher at Nielsen  
Community Manager at Vodafone  
Account Strategist at Google  
Communication Manager at Facebook  
Policy advisor at the Ministry of Health, Welfare and Sports  
Fashion advisor at Massimo Dutti  
Project manager 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](mailto:Gsbe-sbe@maastrichtuniversity.nl)



The background image shows a wide, cobblestone-paved city square. On the left, there is a large, ornate stone pedestal with a bronze statue of a man in a long coat standing on top. In the background, a large, historic church with a prominent dome and a spire is visible. To the right, there is a black lamppost with multiple lanterns. The sky is blue with scattered white clouds. A dark blue banner with a red square on the left is overlaid on the image, containing the text 'MSc International Business / Strategic Marketing'.

**MSc International Business / Strategic Marketing**

**Thank you!**



**Maastricht University**