Welcome to School of Business and Economics

MSc International Business – Marketing - Finance
MSc International Business – Marketing - Finance

Dr. Thomas Post
Assistant Professor of Finance
Programme Coordinator MSc IB/Marketing-Finance
The questions we will address today

• Why is a Marketing-Finance programme necessary?
• What does the IB/Marketing-Finance programme entail?
• Why study IB/Marketing-Finance?
• What are the career prospects?
• What is the programme in detail?
• Business events for IB/Marketing-Finance students
• What is the Marketing-Finance Research Lab?
• Who is who?
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?
Why is a Marketing-Finance programme necessary?
Why is a Marketing-Finance programme necessary?

De producten van [blank]

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?
Why is a Marketing-Finance programme necessary?

- Or, would you like to have a mortgage to buy a house?
Why is a Marketing-Finance programme necessary?

<table>
<thead>
<tr>
<th>Onze Hypotheeken</th>
<th>Hypotheekvorm</th>
<th>Hypotheekrente</th>
<th>Zelf rekenen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vergelijk onze hypotheeken</td>
<td>Annuiteitenhypotheek</td>
<td>Actuele hypotheekrente</td>
<td>Maximale hypotheek</td>
</tr>
<tr>
<td>Compact Hypotheek</td>
<td>Lineaire hypotheek</td>
<td>Rentevormen</td>
<td>Maandlast hypotheek</td>
</tr>
<tr>
<td>Basis Hypotheek</td>
<td>SpaarGerusthypotheek</td>
<td>Rente verlagen</td>
<td>Oversluiten hypotheek</td>
</tr>
<tr>
<td>Hypotheek</td>
<td>Levenhypotheek</td>
<td>Rentemiddelen</td>
<td></td>
</tr>
<tr>
<td>MetElkaarhypotheek</td>
<td>Aflossingsvrije hypotheek</td>
<td>Einde rentevaste periode</td>
<td></td>
</tr>
<tr>
<td>Hypotheek omzetten</td>
<td>Vergelijk hypotheekvorm</td>
<td>Hypotheekrenteaftek</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wijzig hypotheekvorm</td>
<td>Uitleg hypotheekrente</td>
<td></td>
</tr>
</tbody>
</table>
Why is a Marketing-Finance programme necessary?

- Financial products’ design and development require an interdisciplinary marketing-finance approach

- What is technically possible, may not meet customer/consumer needs
Why is a Marketing-Finance programme necessary?

- But also: Marketing needs to become accountable
  - What is the effect of marketing actions on financial performance?
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!
The Marketing-Finance Interface: a new programme at Maastricht University

- The IB/Marketing-Finance programme at Maastricht University
  - Develops professionals who are able to bridge and link marketing and finance
What does the IB/Marketing-Finance programme entail?

• A multidisciplinary, one-year full-time programme

• Taught entirely in English

• Triple Crown accredited by AACSB, EQUIS and AMBA

• Prepares you for managerial action in marketing, strategy consulting, banking, financial services, and risk management, ...

Maastricht University
Why study IB/Marketing-Finance?

• First-mover advantage:
  - We are first to offer this master’s programme!

• Unique skill sets:
  - Translating marketing activities to financial bottom line
  - Understanding consumer financial decision-making
  - Developing (new) financial products

• High demand in every sector
Why study IB/Marketing-Finance?

Integration of Marketing-Finance theory using real-life business cases
Why study IB/Marketing-Finance?

Interactivity within small working groups
What are the career prospects?

• Plentiful in all types of organisations, especially:
  • Financial Services and Banking
  • Marketing Research and Strategy
  • Management Consulting
  • Big Multinational Firms (FMCG)
  • …

• You will be the one that:
  • Creates innovative, successful (financial) products
  • Links marketing actions to the financial bottom line
  • Helps firm understand consumer financial decision-making

Maastricht University
### What is the specialisation structure?

<table>
<thead>
<tr>
<th>Students starting in September</th>
<th>IB/Marketing-Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Marketing Research Methods</strong></td>
</tr>
<tr>
<td>1</td>
<td><strong>Shareholder Value and Market-Based Assets</strong></td>
</tr>
<tr>
<td>2</td>
<td><strong>Institutional Investors</strong></td>
</tr>
<tr>
<td>3</td>
<td><strong>Consumer Psychology</strong></td>
</tr>
<tr>
<td>4</td>
<td><strong>Thesis Skills Marketing / Thesis Skills Finance</strong></td>
</tr>
<tr>
<td>5</td>
<td><strong>Behavioural Finance</strong></td>
</tr>
<tr>
<td>6</td>
<td><strong>Financial Product Development: A Marketing-Finance Approach</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Completing the Master’s Thesis</strong></td>
</tr>
</tbody>
</table>

State of the art combination and integration of Marketing / Finance courses
# What is the specialisation structure?

<table>
<thead>
<tr>
<th>Students starting in February</th>
<th>IB/Marketing-Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Behavioural Finance</td>
</tr>
<tr>
<td>6</td>
<td>Thesis Skills Marketing / Thesis Skills Finance</td>
</tr>
<tr>
<td>1</td>
<td>Shareholder Value and Market-Based Assets</td>
</tr>
<tr>
<td>2</td>
<td>Institutional Investors</td>
</tr>
<tr>
<td>3</td>
<td>Completing the Master’s Thesis</td>
</tr>
</tbody>
</table>

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
Consumer Psychology

• One important market-based asset is the customer

• Course aims to provide advanced knowledge and understanding of (sometimes irrational) customer behaviour

• Important insights to assess the financial contribution
Institutional Investors

• Course approaches institutional investors from a marketing-finance perspective

• The topics addressed are practical:
  – Asset-liability management
  – Hedge funds and shareholder activism
  – Pension fund governance
  – Socially responsible investments
Marketing Research Methods

• Gives tools to perform own marketing-finance research

• Hands-on experience using statistical software packages

• Learn answering research questions using empirical data
Behavioural Finance

• How psychology affects financial markets and decision-making

• Interdisciplinary approach
  – Consumer behaviour
  – Marketing
  – Finance
  – Psychology

• Understand financial decision-making
  – Of individuals and corporations

• What for?
  – Debiasing
  – Financial product development
  – Marketing of financial services
  – Financial advice and consulting
Financial Product Development: A Marketing-Finance Approach

• Learn to create successful financial products

• Based on real world problems and cases

• Creating successful and financial products means using both finance and marketing

  ➔ Finance tells you what is technically feasible

  ➔ Marketing tells you if consumers want it!
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, ...

Maastricht University
Careers of our alumni

MSc – IB Track Marketing-Finance

296 graduates
Employed in 10+ countries

Sales & Marketing Manager, Relationship Manager,
Account Manager, Product Manager,
Consultant, Marketing Coordinator,
Financial Analyst, Financial Controller, Risk Manager,…

MSc graduates SBE  IB Track Marketing-Finance period 2004-2016

Maastricht University
“....studying IB/Marketing-Finance in Maastricht prepared me for two things which are probably most important if you start your career:

1. Being able to quickly translate theoretical knowledge into actionable business plans (which I learned via the countless case studies),

2. Making your voice heard and working collaboratively in diverse international teams (which is crucial for getting case studies "done" in Maastricht )."

Doreen Wolff, Marketing-Finance Manager, Procter & Gamble, Germany
For example...

“The M-F specialisation offers a good blend of theory with practical application: for example, throughout my studies, I took a principal role in creating a customer-centric value proposition for a risk-management product .....This kind of assignments have allowed us to apply what we’ve learnt to real-world situations.”

Christopher Peña, Marketing & Research Manager at Alpha Reales Investment, the Netherlands
“Studying IB/Marketing-Finance at Maastricht University was a challenging but rewarding experience. This programme has many strengths. The well-designed courses are taught by leading experts in their fields and enable you to grasp knowledge at the frontier...”

Tatjana Berg, Doctoral Candidate, Swiss Institute of Finance, University of St. Gallen, Switzerland
For example...

“….Studying IB/M-F was a life changing experience, broadening my horizons, developing my personality and enhancing my way of thinking....and my everyday business life...... If I could turn the time back......I would choose it again!!“”

Elena Chrysikopoulou, Financial Analyst - P&G International SA, Switzerland
For example...

“....The IB/M-F MSc at the UM, was the perfect education match for me and delivered the skills needed to be fully respected in one of leading financial institutions in the world, namely J.P. Morgan....”
Business Events for IB/M-F Students

- Deutsche Bank Recruitment Dinner: annual event
  - Organized by DB Advisors for networking, recruiting, and fun hours (dinner, drinks) in Maastricht in Fall every year.

- Procter & Gamble: annual workshop

- E.ON Maastricht Case Competition

- Young M-F Professionals meet M-F Students
  - M-F graduates share experience with current M-F students/networking opportunities
Business Events for M-F Students
Marketing-Finance Research Lab

• Innovative interdisciplinary research and education
• Publish in popular, business and academic press
• Strong network with renowned scholars worldwide
• Bi-annual symposium, where business meets academia
• Engage with industry to bring you latest insights and career potential: information on internships, thesis topics...
• And much more...

Maastricht University
Marketing-Finance Research Lab

• Visit us at www.marketing-finance.nl:
Who is who?

• Shareholder Value and MBA: Dr. Arvid Hoffmann
• Marketing Research Methods: Prof. Dr. Martin Wetzels
• Institutional Investors: Prof. Dr. Dirk Broeders
• Behavioural Finance: Dr. Thomas Post
• Consumer Psychology: Dr. Anouk Festjens
• Financial Product Development: Prof. Dr. Joost M.E. Pennings
The Marketing-Finance Interface: a new programme at Maastricht University

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

www.maastrichtuniversity.nl/sbe

You may also get in touch with us via:

LinkedIn: https://www.linkedin.com/groups/4614616
Facebook: https://www.facebook.com/#!/MarketingFinanceResearchLab
Simply email to: Dr. Thomas Post t.post@maastrichtuniversity.nl

Or visit us at the information market in the Mensa