



MSc IB Marketing-Finance

Maastricht University, School of Business
and Economics

A couple of requests...

- ✓ Please *mute yourself* to avoid echoes.
- ✓ Please *switch on your camera*.
- ✓ Please *silence the alerts on your PC*
- ✓ If you have *questions* during the presentation, put them in the chat 😊!

Go
the extra
mile 



Dr. Thomas Post
Assistant Professor of Finance



Today's Agenda

1

Why
Marketing-
Finance?

2

Our
programme

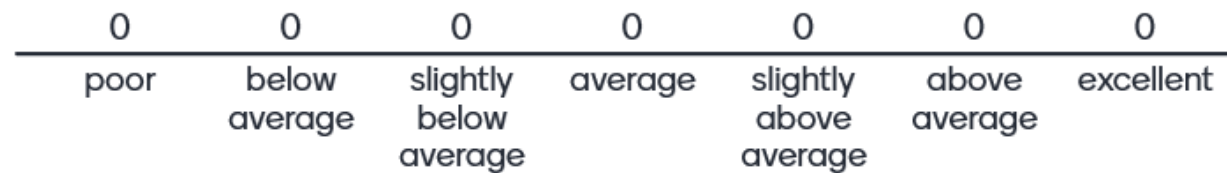
3

Courses

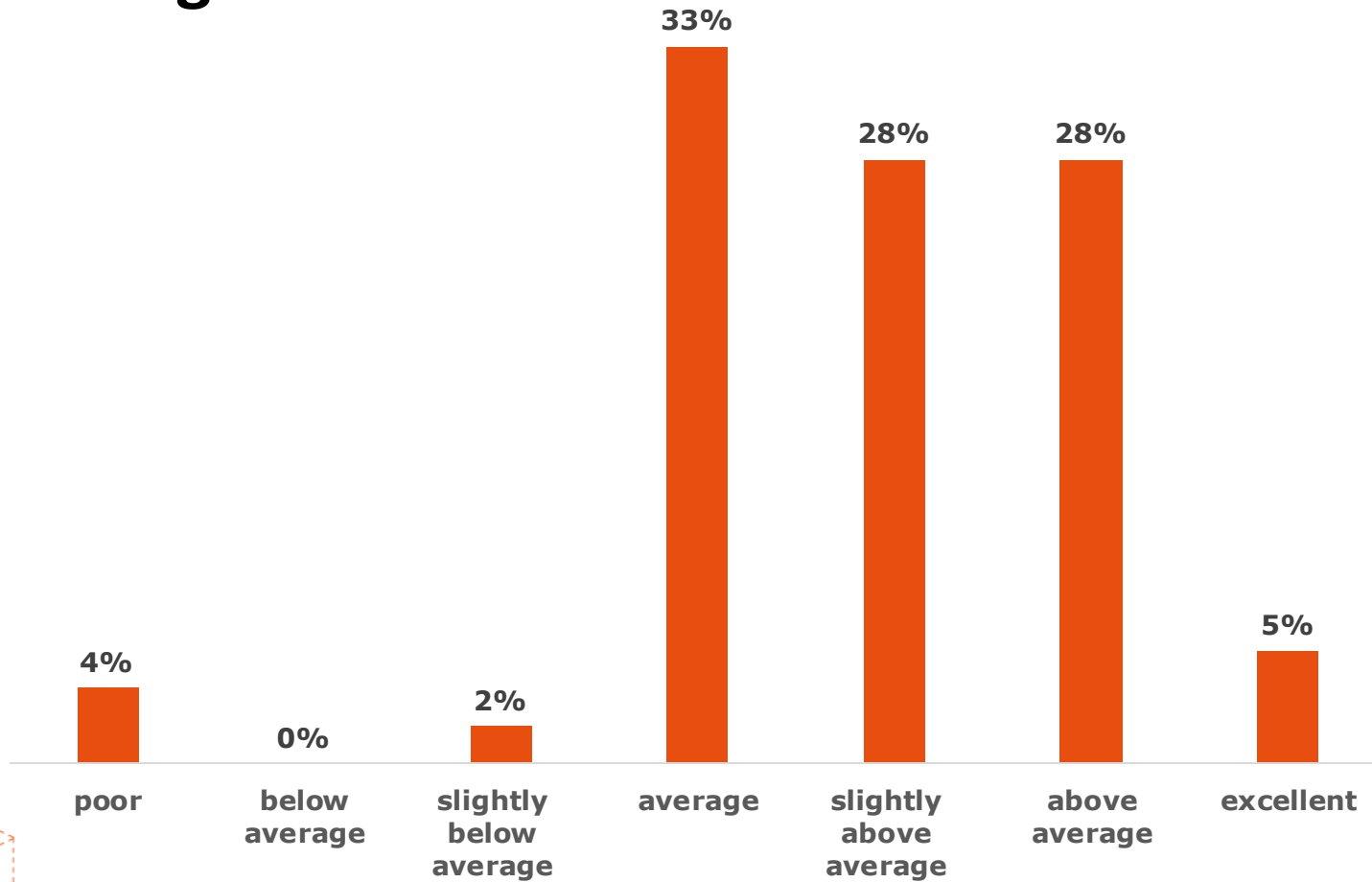
4

What does
the future
hold?

Compared to other car drivers, how would you rate your driving skills?



Compared to other car drivers, how would you rate your driving skills?





Why
Marketing-
Finance?







You think saving
something extra for
retirement makes
sense?

Ok, let's try to do it!

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

Sparen en beleggen

Go
the extra
mile

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



Internet spaarrekening



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



De producten van

Voor jezelf - particulier

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

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Aanvullend pensioen

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mile



Lijfrente
spaarrekening



Extra pensioen
beleggen



Extra
pensioenuitkering



Direct ingaande
lijfrente



Uitgestelde garantie
lijfrente



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



How do (most) real people make decisions?

Go
the
mile
extra

The screenshot shows the Amazon.de search results for 'geschirrspüler'. The search bar contains the text 'Alle geschirrspüler'. Below the search bar, there are navigation links: 'Alle Kategorien', 'Thomas' Amazon', 'Angebote', 'Gutscheine', and 'Ve'. Below these links, there are promotional banners for 'Amazon.de', 'SALE', 'Warehouse Deals', 'Fashion-Sale', 'Family', and 'Student'. At the bottom of the screenshot, it displays '1-16 von 67.931 Ergebnissen oder Vorschlägen für "geschirrspüler"'. The entire screenshot is enclosed in a red border.

File Edit View History Bookmarks Tools Help

Vaatwasser kopen | BESLIST... x +

Beslist.nl B.V. (NL) https://www.beslist.nl/products/huishoudelijke_apparatuur/vaatwasmachines/ dish washer

wccergave

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

	<p>Bosch SMV90E30</p> <p>Vaatwasser Inbouw Aantal couverts: 12 &#9642; Integreerbaar: Volledig integreerbaar...</p> <p>v.a. 469,-</p> <p>Meer informatie</p>		<p>Indesit DIF 04 B1</p> <p>Vaatwasser Inbouw Aantal couverts: 13 &#9642; Integreerbaar: Volledig integreerbaar...</p> <p>289,-</p> <p>Meer informatie</p>
	<p>Indesit DFG 15B1 A EU</p> <p>Vaatwasser Vrijstaand Aantal couverts: 13 &#9642; Integreerbaar: Niet integreerbaar...</p> <p>v.a. 278,-</p> <p>Meer informatie</p>		<p>Etna VWT349WIT</p> <p>Vaatwasser Vrijstaand Aantal couverts: 6 &#9642; Integreerbaar: Niet integreerbaar...</p> <p>v.a. 219,-</p> <p>Meer informatie</p>
	<p>Siemens SN25L801</p> <p>Vaatwasser Vrijstaand Aantal couverts: 12 &#9642; Integreerbaar: Niet integreerbaar Automatische programma's...</p> <p>v.a. 329,-</p> <p>Meer informatie</p>		<p>Beko DIN 14210</p> <p>Vaatwasser Inbouw Aantal couverts: 12 &#9642; Integreerbaar: Volledig integreerbaar...</p> <p>269,-</p> <p>Meer informatie</p>
	<p>Siemens SN24D207EU</p> <p>Vaatwasser Vrijstaand Aantal couverts: 12 &#9642; Integreerbaar: Niet integreerbaar...</p> <p>v.a. 329,-</p> <p>Meer informatie</p>		<p>Exquisit EGSP 1131 EA</p> <p>Vaatwasser Inbouw Aantal couverts: 12 &#9642; Integreerbaar: Volledig integreerbaar...</p> <p>v.a. 299,-</p> <p>Meer informatie</p>
	<p>Bosch SKS50E32EU</p> <p>Vaatwasser Vrijstaand Aantal couverts: 6 &#9642; Integreerbaar: Niet integreerbaar...</p>		<p>Bosch SMS50D48</p> <p>Vaatwasser Vrijstaand Aantal couverts: 12 &#9642; Integreerbaar: Niet integreerbaar...</p>

Meer info

cool blue

Why is a Marketing-Finance programme necessary?

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the
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extra

- Companies need linking-pins between Marketing and Finance departments
- There is a communication gap between
 - Marketing and Finance professionals
- 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?

A close-up, shallow depth-of-field photograph of a row of books on a shelf. The books have various colored spines (red, purple, black, yellow, brown, grey) and some show signs of age. In the upper right corner, there is a light blue hexagonal overlay with a white border containing the text "Our Programme".

Our
Programme

The Marketing-Finance Programme

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the
mile
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1. Develops professionals who are able to bridge and link Marketing and Finance;
2. Teaches you an understanding of Finance, Marketing, Consumer Psychology and their interrelations;
3. And, how to integrate them in an environment that aims at maximizing financial performance as well as customer value

Start
February

<i>Block</i>	<i>Marketing - Finance</i>	
4	Behavioral Finance	Data Analytics
5	Financial Product Development: A Marketing-Finance Approach	Elective
6	MSc Thesis Skill	
1	Shareholder Value & Market Based Assets	Writing the Master's Thesis
2	Consumer Psychology	
3	Completing the Master's Thesis	



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 under-standing of (sometimes irrational) customer behavior



Dr. Anouk Festjens

Elective

- Choose your own course from a wide range of options
- From another MSc IB Program
- Or: Multidisciplinary Business Challenge
- Broaden your horizon and go the extra mile!



Data Analytics

- Quantitative methods for problem-solving and research in Marketing & Finance
- Generate insights that improve management decision-making
- R language for statistical analyses



Prof. Gerard Pfann

Behavioral 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

Writing the 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 ...





What does
the future
hold?

Career Prospects

Types of Organisations

- Financial Services and Banking
- Marketing Research and Strategy
- Management Consulting

MF will make you a generalist rather than a specialist

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



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

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



Questions?

Dr. Thomas Post

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Watch our video

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

Or visit us at the information market in the Mensa