# MSc International Business – Marketing-Finance

Maastricht University, School of Business and Economics

Dr. Thomas Post

Assistant Professor of

Finance



## Today's Agenda

Why Markting-Finance?

Our programme

Courses

What does the future hold?



### De producten van

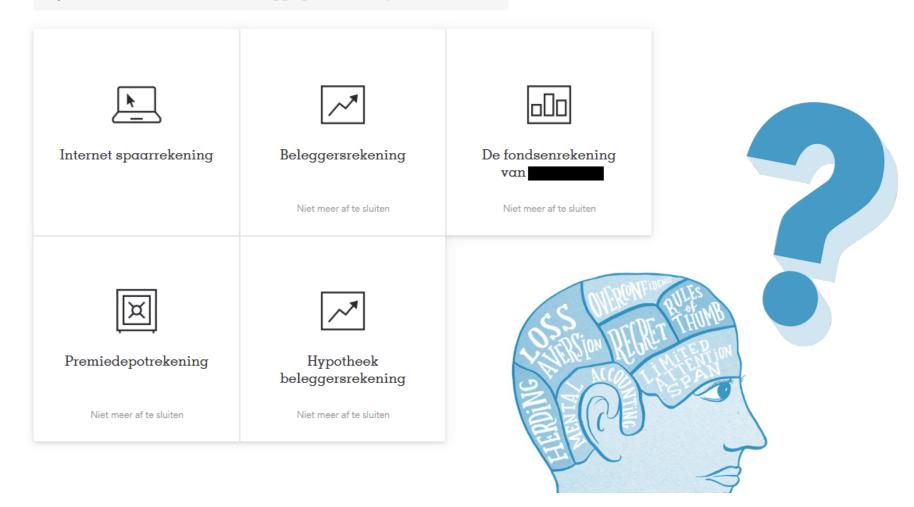
### Voor jezelf - particulier

Op zoek naar de koers van een beleggingsfonds? Bekijk de koersen.

7 Verzekeringen	Sparen en beleggen	Voordeelpakket
Pensioen via je werkgever	Aanvullend pensioen	Hypotheek

### 🖺 Sparen en beleggen

Op zoek naar de koers van een beleggingsfonds? <u>Bekijk de koersen</u>.



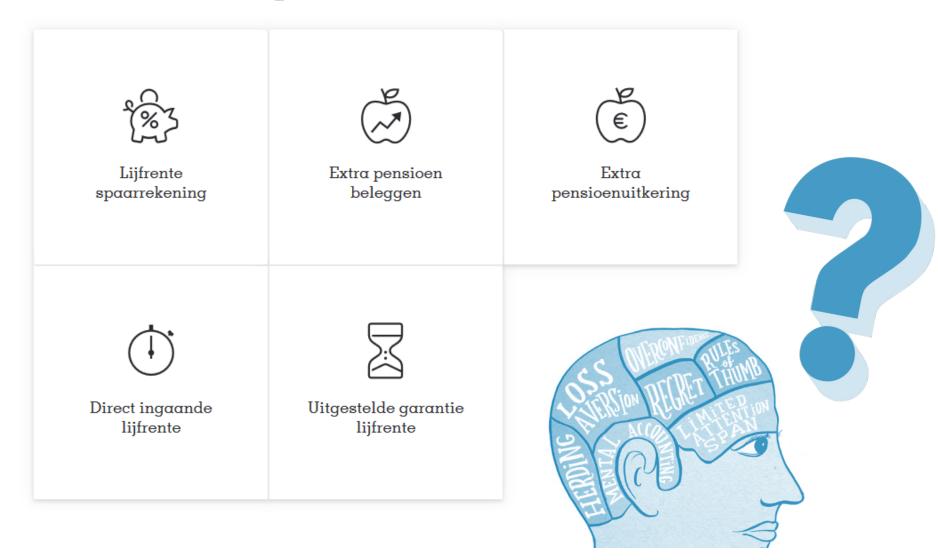
### De producten van

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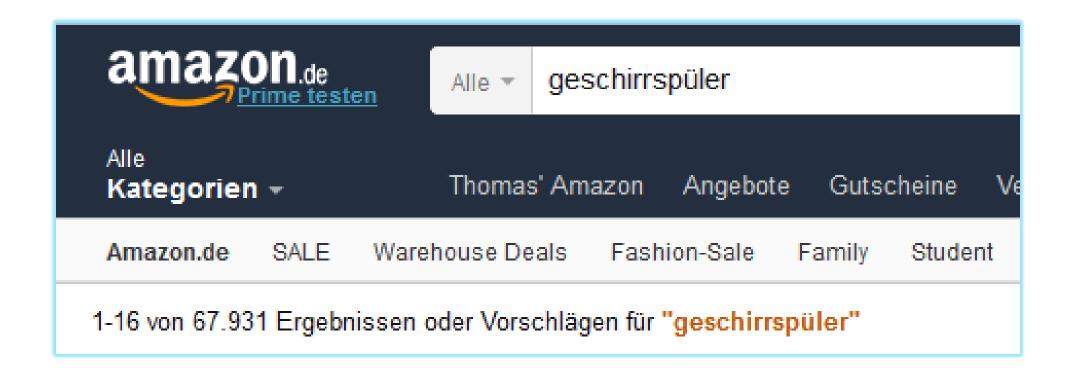
### 🖄 Aanvullend pensioen

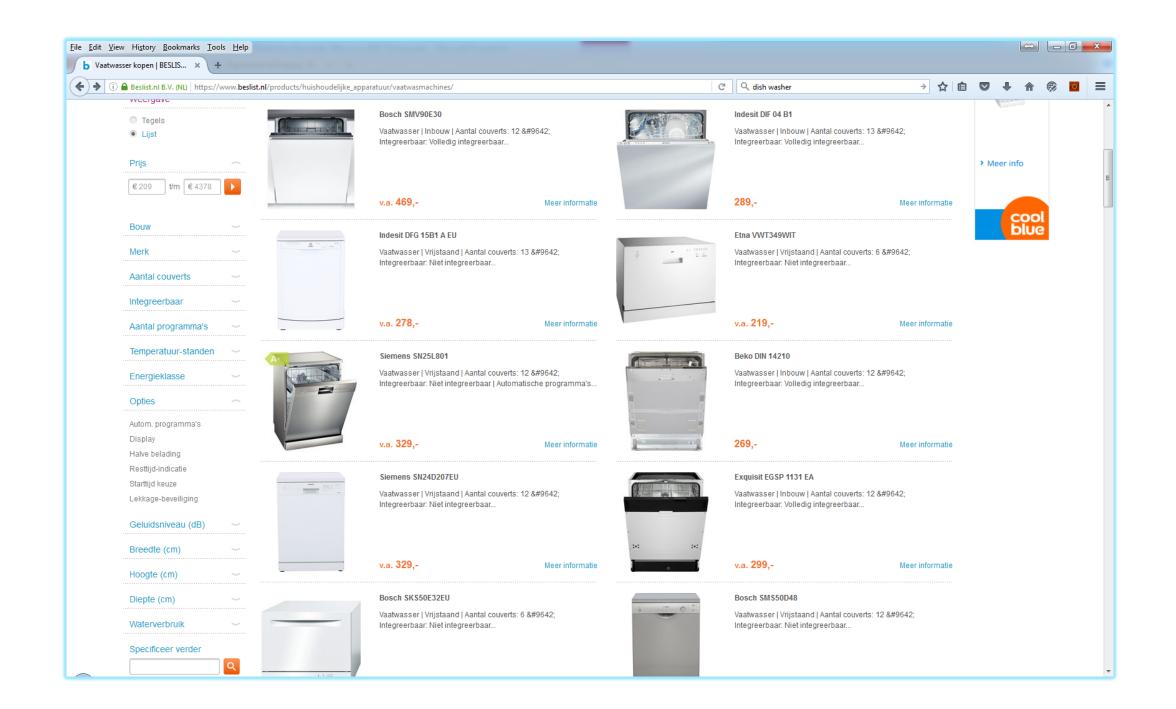


What does Finance Theory (and professionals) often assume about how people make decisions?



## How do (most) real people make decisions?





## 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
- 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?



### The Marketing-Finance Programme

 Develops professionals who are able to bridge and link marketing and finance

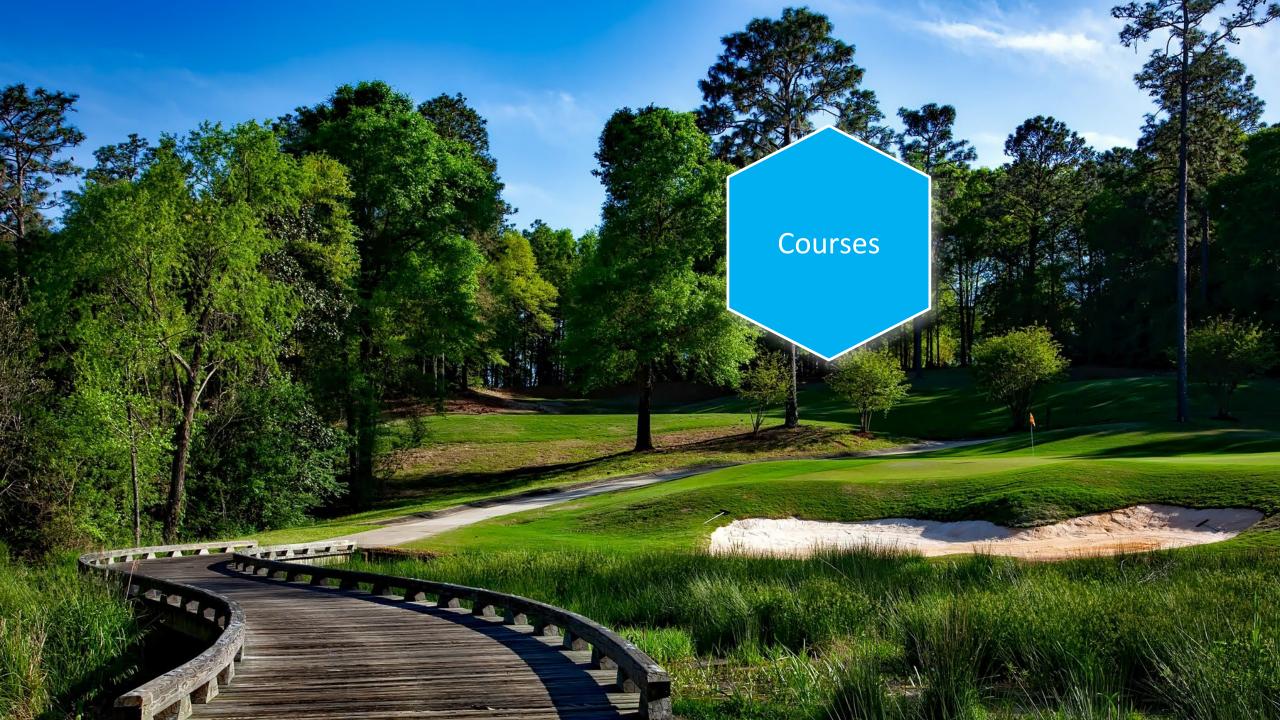
- 2. Teaches you an understanding of finance, marketing, consumer psychology and their interrelations
- 3. And, how to integrate them in an environment that aims at maximizing financial performance as well as customer value

Start September

	IB/Marketing-Finance		
1	Marketing Research Methods	Shareholder Value and Market- Based Assets	
2	Institutional Investors	Consumer Psychology	
3	Thesis Skills Marketing / Thesis Skills Finance		
4	Behavioural Finance	Master's Thesis	
5	Financial Product Development: A Marketing-Finance Approach	Master's Thesis	
6	Completing the Master's Thesis		

Start February

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## **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



- 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** 



- Course approaches institutional investors from a marketing-finance perspective
- The topics addressed
  - Asset-liability management
  - Hedge funds and shareholder activism
  - Pension fund governance
  - Socially responsible investments



**Prof. Dirk Broeders** 



- Tools to perform own marketing-finance research
- Hands-on experience using statistical software packages
- Learn answering research questions using empirical data



**Dr. Mark Graus** 



 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 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 ...





### **Career Prospects**

#### **Types of Organizations**

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

MF will makes 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





























McKinsey&Company













## Questions?

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Watch our video

https://www.youtube.com/watch?v=erJ dkhZPo70

Or visit us at the information market in the Mensa

