

# MSc International Business – Marketing-Finance

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Business and Economics



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# Today's Agenda

1

Why Marketing-Finance?

2

Our programme

3

Courses

4

What does the future hold?



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

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



Hypotheek



## Aanvullend pensioen



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?

The image shows a screenshot of the Amazon.de search results page for the query "geschirrspüler". The page features the Amazon logo and "Prime testen" link in the top left. A search bar contains the text "Alle" and "geschirrspüler". Below the search bar, there are navigation links for "Alle Kategorien", "Thomas' Amazon", "Angebote", "Gutscheine", and "Ve". A horizontal menu below these links includes "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'".

amazon.de Prime testen

Alle geschirrspüler

Alle Kategorien

Thomas' Amazon Angebote Gutscheine Ve

Amazon.de SALE Warehouse Deals Fashion-Sale Family Student

1-16 von 67.931 Ergebnissen oder Vorschlägen für "geschirrspüler"

File Edit View History Bookmarks Tools Help

Vaattwasser kopen | BESLIST... x +

https://www.beslist.nl/products/huishoudelijke\_apparatuur/vaattwassmachines/ dish washer

WCCGAVE

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

🔍

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

[Meer info](#)  


# 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?



A close-up 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 blue hexagonal graphic with a white border containing the text "Our Programme".

Our  
Programme

# The Marketing-Finance Programme

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  
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

	IB/Marketing-Finance	
4	Behavioural Finance	Marketing Research Methods
5	Financial Product Development: A Marketing-Finance Approach	Consumer Psychology
6	Thesis Skills Marketing / Thesis Skills Finance	
1	Institutional Investors	Master's Thesis
2	Shareholder Value and Market-Based Assets	Master's Thesis
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 understanding of (sometimes irrational) customer behavior



Dr. Anouk Festjens



# Institutional Investors

- 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



# Marketing Research Methods

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



Dr. Mark Graus



# Behavioural 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 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 Organizations

- 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 understand 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?*

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**Watch our video**

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

**Or visit us at the information market in  
the Mensa**

