

# Welcome to School of Business and Economics

MSc International Business – Marketing - Finance



# MSc International Business – Marketing - Finance



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Programme Leader 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?

De producten van ██████████

Voor jezelf - particulier

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



Verzekeringen



Sparen en beleggen



Voorde









# Why is a Marketing-Finance programme necessary?

## Sparen en beleggen

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









|   |   |   |
|---|---|---|
| <br>Internet spaarrekening | <br>Beleggersrekening<br>Niet meer af te sluiten | <br>De fonds van <br>Niet mee |
|                          |    |   |

# Why is a Marketing-Finance programme necessary?

De producten van ██████████

Voor jezelf - particulier






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

|  |   |   |
|--|---|---|
| <br>Verzekeringen | <br>Sparen en beleggen | <br>Voorde |
|                 |                      |          |

# Why is a Marketing-Finance programme necessary?

## Aanvullend pensioen

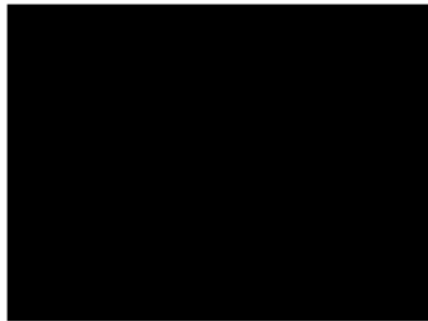


|  |  |   |
|--|--|---|
| <br>Lijfrente spaarrekening | <br>Extra pensioen beleggen | <br>Extra pensioen |
|                           |                           |   |

# 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?



Over

**Wonen**

**Hypotheek & rente**

**Zoek een adviseur**

## **Onze Hypotheken**

Vergelijk onze hypotheken

Compact Hypotheek

Basis Hypotheek

Hypotheek

MetElkaarhypotheek

## **Hypotheekvorm**

Annuïteitenhypotheek

Lineaire hypotheek

SpaarGerusthypotheek

Levenhypotheek

Aflossingsvrije hypotheek

## **Hypotheekrente**

Actuele hypotheekrente

Rentevormen

Rente verlagen

Rentemiddelen

Einde rentevaste periode

## **Zelf**

Maxim

Maan

Overs







# 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?

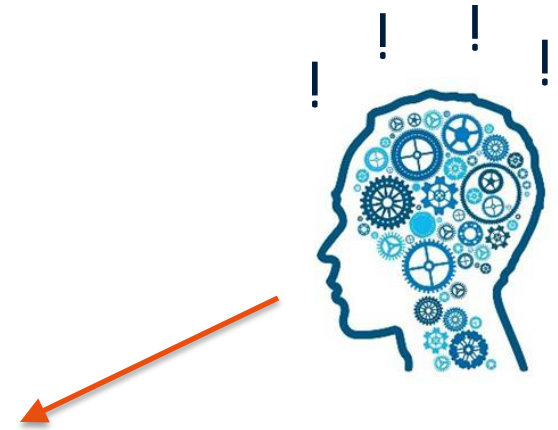
- But also: Marketing needs to become accountable
  - What is the effect of marketing actions on financial performance?

# 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! (and of course more than that)

# The Marketing-Finance programme

- Teaches you all the funny biases and heuristics in consumer and investor financial decision-making



# Humans vs Econs



## Bounded rationality

- Usually satisfies
- Imperfect knowledge & even ignorance
  - Environment
  - Alternatives
  - Preferences
- Relative comparisons
- Very limited processing power BUT sometimes high speed
- Limited decision time available



## Rationality

- Optimizes
- Perfect knowledge
  - Environment
  - Alternatives
  - Preferences
- Absolute comparisons
- Unlimited processing power and speed

# Another example



weergave

- 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

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



# I love examples - anchoring



# The Marketing-Finance programme

- Develops professionals who are able to bridge and link marketing and finance
- Not only teaches you an understanding of finance, marketing, consumer psychology and their interrelations
- But also how to integrate them in an environment that aims at maximizing financial performance as well as customer value.



# The Marketing-Finance programme

- Is not just a mix of Marketing and Finance courses
- Some Marketing courses
- Some Finance courses
- And several unique M/F courses!

# 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, ...

# 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 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
  - Multinational Firms
  - ...
- 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
- MF will makes you rather a generalist than a specialist
  - This is what makes you valuable not only now on the labor market but also in the future

# What is the specialisation structure?

Students  
starting in  
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                              |   |

State of the art combination and integration of Marketing / Finance courses

# What is the specialisation structure?

Students starting in 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 | Shareholder Value and Market-Based Assets                   | Master's Thesis            |
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| 3 | Completing the Master's Thesis                              |                            |

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, ...

# 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



# For example...

"....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



## For example...

“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....”



Carlo M. Funk, Asset Management Analyst, J.P. Morgan  
Private Bank, Germany

# 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
- Young M-F Professionals meet M-F Students
  - M-F graduates share experience with current M-F students/networking opportunities
- ...



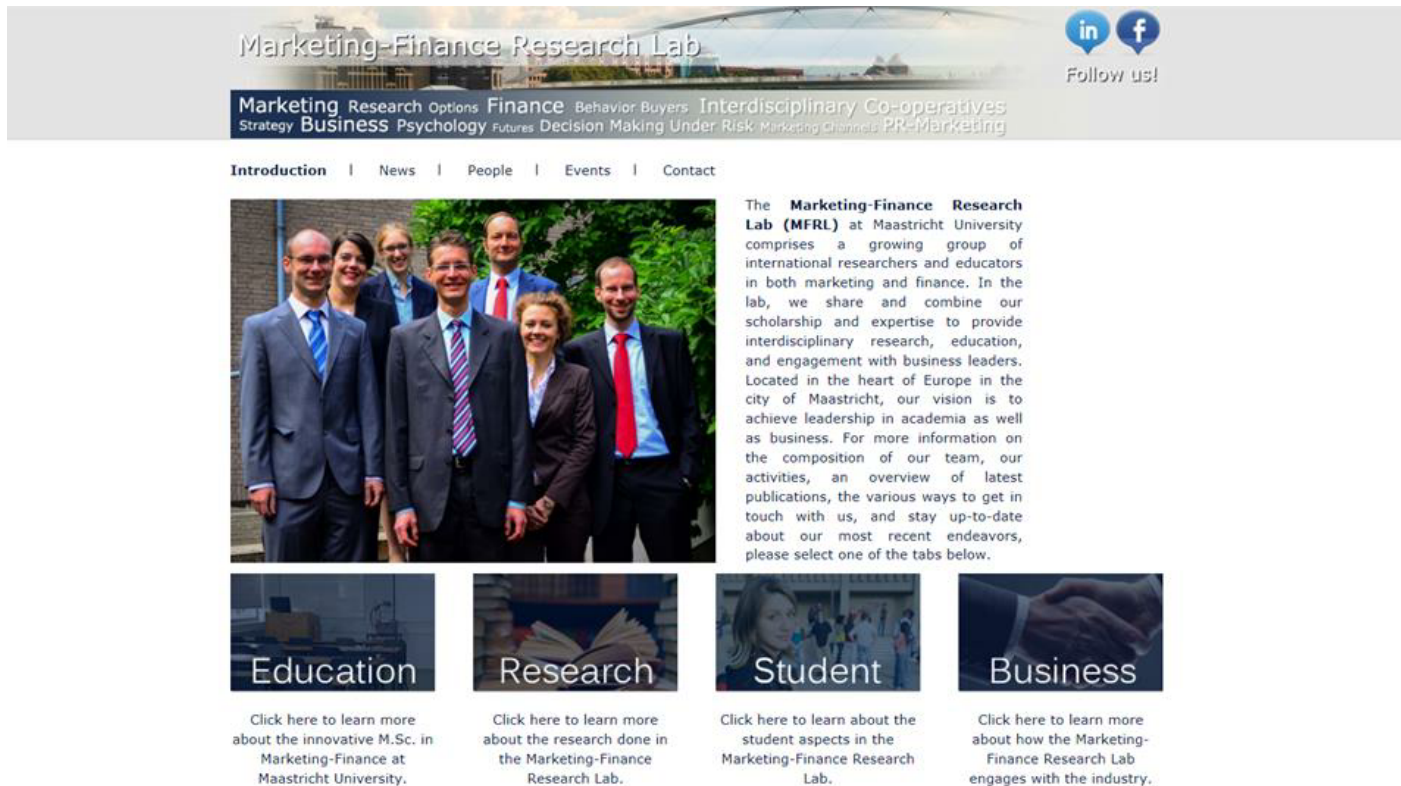
# Marketing-Finance Research Lab

- 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...



# Marketing-Finance Research Lab

- Visit us at [www.marketing-finance.nl](http://www.marketing-finance.nl):



The screenshot shows the homepage of the Marketing-Finance Research Lab. At the top, there is a navigation bar with the lab's name and social media icons for LinkedIn and Facebook. Below this is a horizontal menu with various research areas: Marketing Strategy, Research Options, Finance, Behavior, Buyers, Interdisciplinary, Co-operatives, Psychology, Futures, Decision Making Under Risk, Marketing Channels, and PR-Marketing. A secondary navigation bar includes links for Introduction, News, People, Events, and Contact. The main content area features a group photo of the lab members, a descriptive paragraph about the lab's mission and location, and four interactive tiles for Education, Research, Student, and Business, each with a brief description and a call to action.

Marketing-Finance Research Lab

Marketing Strategy | Research Options | Finance | Behavior | Buyers | Interdisciplinary | Co-operatives | Psychology | Futures | Decision Making Under Risk | Marketing Channels | PR-Marketing

Introduction | News | People | Events | Contact

The **Marketing-Finance Research Lab (MFRL)** at Maastricht University comprises a growing group of international researchers and educators in both marketing and finance. In the lab, we share and combine our scholarship and expertise to provide interdisciplinary research, education, and engagement with business leaders. Located in the heart of Europe in the city of Maastricht, our vision is to achieve leadership in academia as well as business. For more information on the composition of our team, our activities, an overview of latest publications, the various ways to get in touch with us, and stay up-to-date about our most recent endeavors, please select one of the tabs below.

**Education**  
Click here to learn more about the innovative M.Sc. in Marketing-Finance at Maastricht University.

**Research**  
Click here to learn more about the research done in the Marketing-Finance Research Lab.

**Student**  
Click here to learn about the student aspects in the Marketing-Finance Research Lab.

**Business**  
Click here to learn more about how the Marketing-Finance Research Lab engages with the industry.

# Who is who?

- Shareholder Value and MBA: Tobias Ruof
- 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 unique programme at Maastricht University



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

# Further questions?

[www.maastrichtuniversity.nl/sbe](http://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](mailto:t.post@maastrichtuniversity.nl)

Or visit us at the information market in the Mensa