



APPLIES TO ACADEMIC YEAR 2015/2016

## GRA 6435 Marketing Finance

### Programme

Specialization Course, Master of Science in Business (Marketing), Master of Science in Strategic Marketing Management

### Responsible for the course

Rutger Daniel van Oest

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

English

### Introduction

The CEO's mandate is to increase the firm value to the benefit of owners, society, and other stakeholders. Within the boundaries of finite budgets this is an issue of allocating scarce resources to where the highest return can be gained. Marketing is the function most exposed to the revenue side of the firm, and we witness an increased emphasis on ensuring return on marketing investments. With this, customers should be viewed as assets representing the firm's future cash flow.

The objective of this course is hence to expose our graduate students to the new role of marketing and provide them with quantitative techniques to compute customer value and the financial impacts of various marketing decisions on customer and hence firm value.

### Learning outcome

The learning outcome of this course is to appreciate the concept of marketing accountability and acquire concrete quantitative techniques to put into practice.

### Prerequisites

All courses in the Masters programme will assume that students have fulfilled the admission requirements for the programme. In addition, courses in second, third and/or fourth semester can have specific prerequisites and will assume that students have followed normal study progression. For double degree and exchange students, please note that equivalent courses are accepted.

### Compulsory reading

#### Collection of articles:

A collection of scientific articles from journals such as Journal of Marketing, Journal of Marketing Research and Marketing Science

#### Other:

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

### Recommended reading

#### Books:

Gupta, Sunil, Donald R. Lehmann. 2005. Managing customers as investments : the strategic value of customers in the long run. Wharton School Publishing

#### Other:

Will be presented during the course or you can ask the lecturer

### Course outline

Marketing Finance is founded on three pillars: marketing theory, applied statistics, and finance. The objective is to integrate these three disciplines into a framework allowing participants to perform data driven decisions illuminating the consequences of different marketing investments before and after they were made. Being able to compute customer value and to model aspects

impacting customer equity is central to the course. The course will consist of a combination of lectures and group assignments and will contain a large quantitative component. It should be treated as a reasonably advanced marketing research course.

### Computer-based tools

SPSS

### Learning process and workload

A course of 6 ECTS credits corresponds to a workload of 160-180 hours.

The course will be a combination of lectures and group assignments. It will have a large quantitative component in it and should be treated as a reasonably advanced marketing research course. We will cover topics such as customer selection, customer lifetime value, managing customers as investments and customer base analysis.

Please note that it is the student's own responsibility to obtain any information provided in class that is not included on the course homepage/It's learning or text book.

### Examination

Form of assessment	Weight	Group size
Assignment	30%	Group of max 3 students
Assignment	30%	Group of max 3 students
Written examination 3 hours	40%	Individual

Specific information regarding student assessment will be provided in class. This information may be relevant to requirements for term papers or other hand-ins, and/or where class participation can be one of several components of the overall assessment. This is a course with continuous assessment (several exam components) and one final exam code. Each exam component is graded using points on a scale from 0-100. The final grade for the course is based on the aggregated mark of the course components. Each component is weighted as detailed in the course description. Students who fail to participate in one/some/all exam components will get a lower grade or may fail the course. You will find detailed information about the points system and the mapping scale in the student portal @bi.

### Examination code(s)

GRA 64351 continuous assessment accounts for 100% of the final grade

### Examination support materials

BI approved exam calculator

Bilingual dictionary

Permitted examination support materials for written examinations are detailed under examination information in the student portal @bi. The section on support materials and the use of calculators and dictionaries should be paid special attention to.

### Re-sit examination

It is only possible to retake an examination when the course is next taught. The assessment in some courses is based on more than one exam code. Where this is the case, you may retake only the assessed components of one of these exam codes. All retaken examinations will incur an additional fee. Please note that you need to retake the latest version of the course with updated course literature and assessment. Please make sure that you have familiarised yourself with the latest course description.

### Additional information

#### Honor Code

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academic integrity. If you have any questions about your responsibilities under the honor code, please ask.