



APPLIES TO ACADEMIC YEAR 2016/2017

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

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 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. Candidates may be called in for an oral hearing as a verification/control of written assignments.

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

Honour code. Academic honesty and trust are important to all of us as individuals, and are values that are integral to BI's honour code system. Students are responsible for familiarising themselves with the honour code system, to which the faculty is deeply committed. Any violation of the honour code will be dealt with in accordance with BI's procedures for academic misconduct. Issues of academic integrity are taken seriously by everyone associated with the programmes at BI and are at the heart of the honour code. If you have any questions about your responsibilities under the honour code, please ask. The learning platform itslearning is used in the teaching of all courses at BI. All students are expected to make use of itslearning.