

# **MASB Standards Project**

**Finance in Marketing Course  
(FMC)**

**Neil Bendle, Ivey Business School  
Chair MASB Advisory Council**

**February 2018  
New Orleans**



**Marketing Accountability Standards Board  
of the Marketing Accountability Foundation**

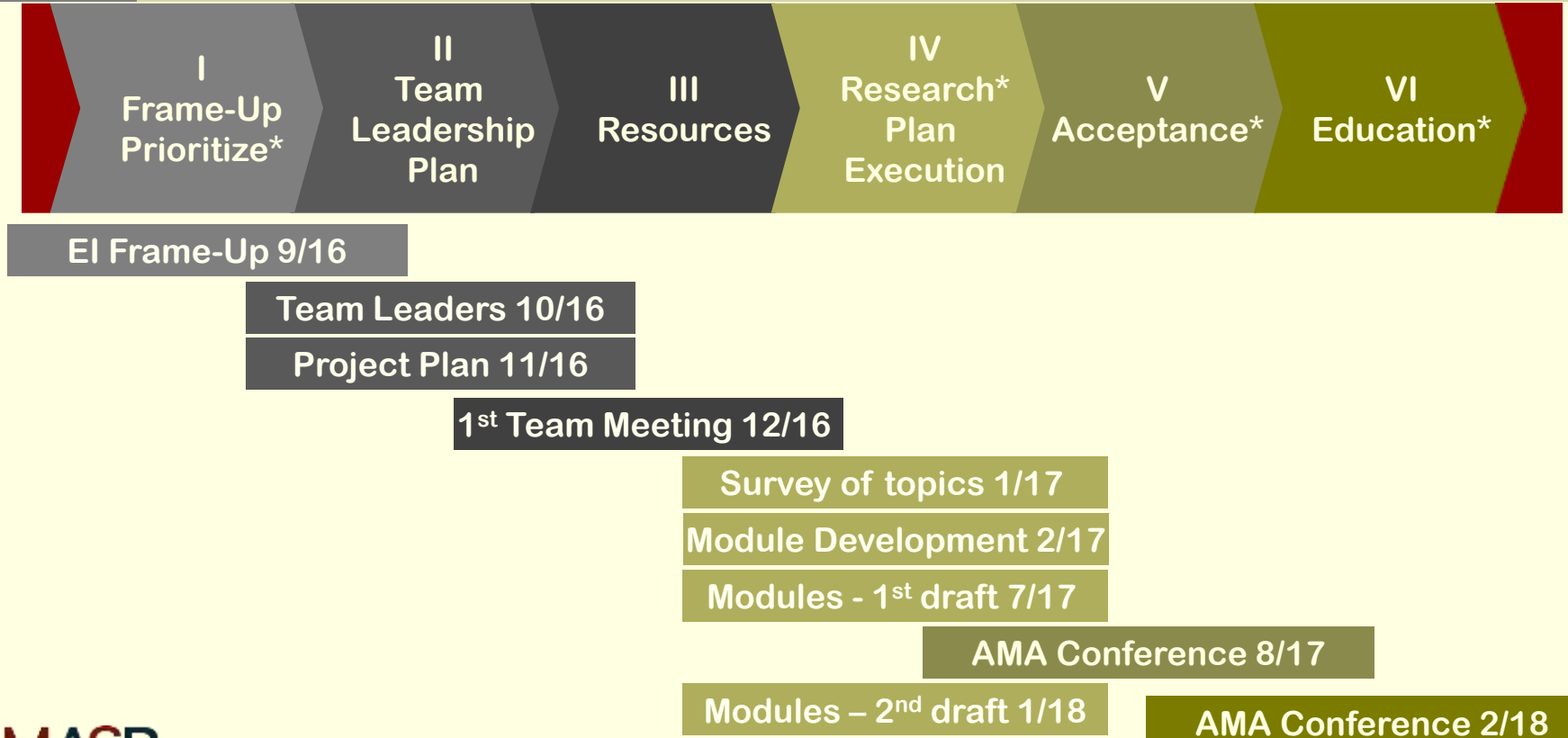
# FMC Project

Project	Finance in Marketing Course (FMC) (Stewart & Bendle)	<b>Strategy</b> Make it easy to teach the application of financial principles and metrics to marketing students
Issue Addressed	Need for an academic course/program spanning disciplines	
Project Objective	Tools and approach for teaching financial principles in a marketing context	
Expected Outcome	Adoption of course design with supporting materials by higher education instructors	
When	2018-2019	

# FMC Motivation

- To better equip Marketers to speak the language of “Finance”
- Marketers struggle to communicate with finance → inability to justify budgets & cuts
- Our aim:
  - to support educators in their quest to create & deliver courses to develop students’ skills
  - to provide companies with employees better able to work across disciplines & relate marketing expenditures to firm’s performance

# FMC Milestones (2016 & 2017)



# FMC Academic Project - Overview

- License included in MASB Academic Memberships (nominal fee otherwise)
- Targeted towards undergraduates in marketing (though valuable for accounting/finance/analytics students)
- 14 week course
- 2 X 80 minute (approx.) classes a week
- Lecture-based
  - With references to extra materials – e.g. online materials, books, articles, cases
- Each class will have hands-on exercises

# FMC Academic Project - Modules

1. **Intro and Traditional Marketing Metrics**
2. **Traditional Financial Metrics**
3. **Customer Profitability Analysis**
4. **Interface with Management**
5. **Interface with Finance**

# Example of Module

## MASB FINANCE IN MARKETING COURSE

MODULE 3: Customer  
Profitability Analysis  
Draft December 18, 2017

# FMC Professional Course- **NEW!**

- Online certification course for practitioners
- Targeted towards managers/directors in marketing, finance, analytics, accounting
- Use Forbes/Stephen Diorio approach to online training
- Smaller modules with 5-to-15 minute parts to fit busy schedules
- Quizzes leading to certificate of completion



# Next Steps

- Finalize the teaching materials for the academic course (in progress)
- Test course (Fall 2018) – **seeking additional professors**
- Draft sections for the professional course

# FMC Team Members

## Team Leaders



Dave Stewart  
LMU



Neil Bendle  
Ivey

## Team Heroes



Jim Meier  
MillerCoors



Kathryn Newton  
BrandingDocs



Purush Papatla  
UW Milwaukee



Bobby Calder  
Northwestern



Gruca  
U of Iowa/Tippie

## Staff



Frank Findley  
MASB ED  
Sponsor



Tony Pace  
MAF/MASB



Erich Decker-Hoppen  
Communication



Karen Crusco  
Executive Assistant  
Admin

# Thank-you!



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