

Finance in Marketing Course (FMC)

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Chair MASB Advisory Council

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Marketing Accountability Standards Board
of the Marketing Accountability Foundation



FMC Project

Project	Finance in Marketing Course (FMC) (Stewart & Bendle)	
Issue Addressed	Need for an academic course/program spanning disciplines	Strategy Make it easy to teach the application of financial principles and metrics to marketing students
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
- We will:
 - Provide standardized product distributed to business schools
 - Use Common Language Dictionary/standard definitions/metrics

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
 - For example, online materials, books, articles, cases, [videos](#)
- Each class will have hands-on exercises

Video Screening

What Is an
Intangible Asset?

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The Overlap of
Marketing & Finance

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Call for more videos

- You can be a marketing accountability movie star!
- We have a distinguished group of contributors for main topics but more shorter videos will make course even more engaging
- 1 to 2 minute clips
 - Definition videos – read terms from the Common Language Marketing Dictionary and standard finance terms like EBIDTA
 - Charts emphasizing point with voice-over
 - Descriptive or anecdotal cases (e.g. charts of accounts)
 - MASB will do needed editing
- Please see Neil, Dave, or Erich if interested

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
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Tony Pace
MAF/MASB



Erich Decker-Hoppen
Communication

Thank-you!



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