

# Finance in Marketing Course (FMC)

Neil Bendle, Ivey Business School  
Chair MASB Advisory Council

August 2019  
Chicago



Marketing Accountability Standards Board  
of the Marketing Accountability Foundation

# FMC Project

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

# 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
  - Provide marketing professionals online practical/useful tools

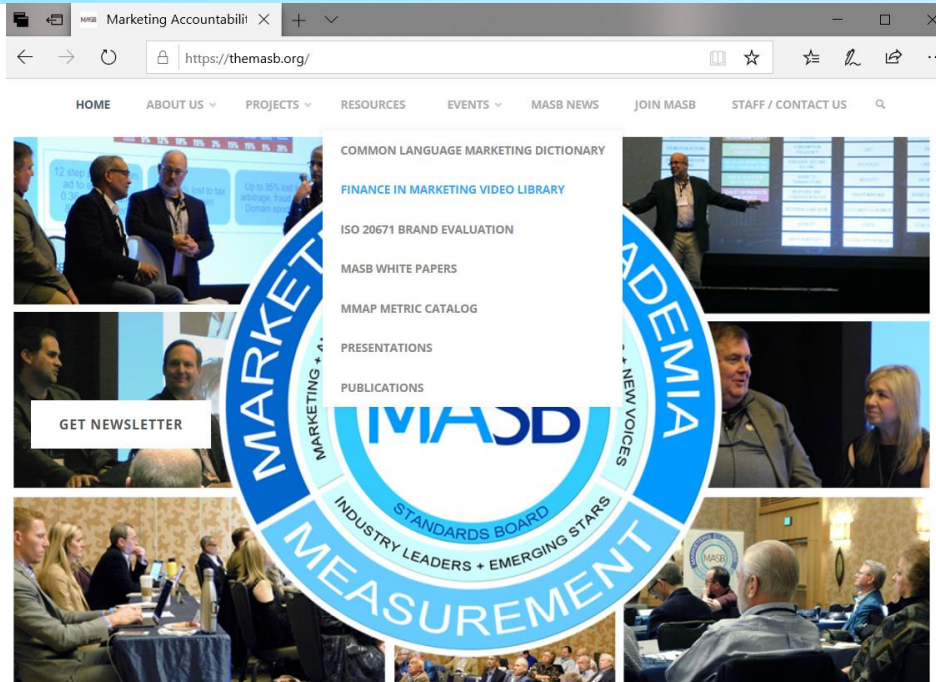
# FMC College Course - Overview

- 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

# Finance in Marketing Instruction Library - NEW!

- In creating the college course we reached out to marketing academics, marketers, and research practitioners for videos
- These were organized on youtube for easy access
- Several were promoted by MASB on social media as they addressed current topics
- Soon they were gathering views, not only from the social media promotion but organically
- Given this demand, we expanded our concept to a video library targeted towards both marketing professionals and students
- It is now live!

# Finance in Marketing Instruction Library



Easily accessible from  
[www.themasb.org](http://www.themasb.org)

## Marketing Accountability Standards Board

MASB brings marketers, academics and measurement providers together to establish and advance accountable marketing practices to drive brand and business growth by linking marketing activities to financial outcomes. How accountable is your marketing?

# Finance in Marketing Instruction Library

The screenshot shows a YouTube browser window displaying a playlist titled "Finance In Marketing Course". The browser address bar shows the URL: <https://www.youtube.com/playlist?list=PL4GO5VACokr0U6nx9C0OzXgIGFwRitabR>. The YouTube interface includes a search bar, a "SIGN IN" button, and a left-hand navigation menu with options like Home, Trending, Subscriptions, Library, and History. The main content area features a video player for the first video, "Finance In Marketing Course", with a "PLAY ALL" button. Below the video player is the channel name "MASB Marketing Accountability Standards Board" and a "SUBSCRIBE" button. To the right, a list of 10 videos is displayed, each with a thumbnail, title, and duration. The videos are:

- 1 FINANCE in MARKETING: The Overlap of Marketing and Finance (5:03)
- 2 FINANCE in MARKETING: Accounting Principles (4:55)
- 3 FINANCE in MARKETING: Problems Accounting for Marketing (5:23)
- 4 FINANCE in MARKETING: What is an Intangible Asset? (1:14)
- 5 FINANCE in MARKETING: What is a Brand? (3:28)
- 6 FINANCE in MARKETING: Accounting for Brands (4:42)
- 7 FINANCE in MARKETING: Managing Intangible Assets for Value Creation (5:22)
- 8 FINANCE in MARKETING: Dollar Market Share (2:42)
- 9 FINANCE in MARKETING: Retention Rates (and complications) Pt 1 (3:37)
- 10 FINANCE in MARKETING: Retention Rates (and complications) Pt 2 (3:10)

# Example Video





# Call for more videos!

- **You too can be a marketing accountability movie star!**
- **1- to 2-minute clips**
  - **Definition videos – read terms from the Common Language Marketing Dictionary and standard finance terms like EBIDTA**
  - **MMAP 10 Characteristics of an Ideal Metric (e.g. reliability, validity)**
  - **Descriptive or anecdotal cases (e.g. charts of accounts, classic MASB case studies like Duracell vs. Eveready)**
  - **MASB will do needed editing**
  - **If you are camera shy, we can do slides with a voice-over!**
- **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  
MASB ED  
Sponsor



Tony Pace  
MAF/MASB



Erich Decker-Hoppen  
Communication

# Thank-you!



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