

Finance In Marketing Education Project (FME) Upskill Students and Professionals

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Chair MASB Advisory Council

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Marketing Accountability Standards Board
of the Marketing Accountability Foundation

FME Project

Project	Finance in Marketing Education (FME) (Stewart & Bendle)	Strategy Make it easier to teach the application of financial principles and metrics to marketing students and professionals thereby bridging the knowledge gap between the marketing and finance disciplines
Issue Addressed	Need for educational materials bridging disciplines	
Project Objective	Tools and approach for teaching financial principles in a marketing context	
Expected Outcome	Creation of a finance in marketing course, professional certification, and supporting materials including a video library	
When	2019-2020	

FME 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

FME 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
 - Online materials, books, articles, cases, videos
 - Hands-on-exercises
- First test of course being conducted by David Stewart at LMU

FME Professional Course - Overview

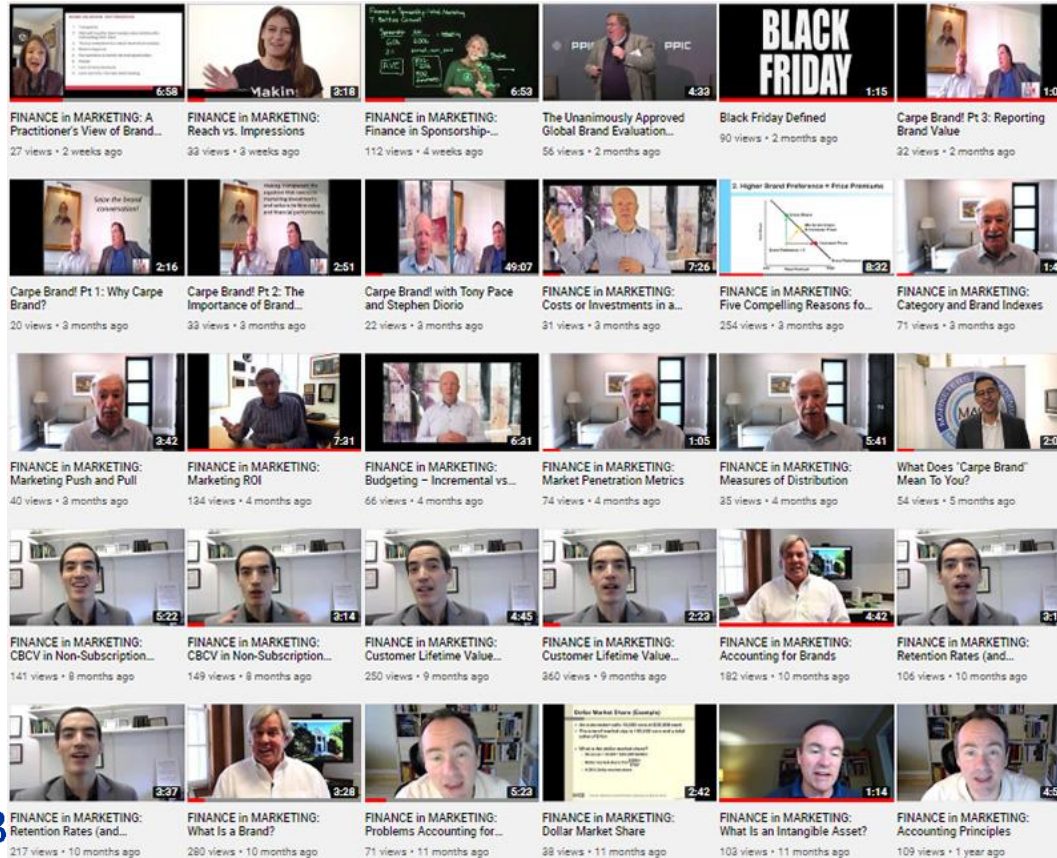
- Online certification course for practitioners
 - Targeted towards managers/directors in marketing, finance, analytics, accounting
- Deploy Forbes/Stephen Diorio approach to online training
 - Smaller modules with 5-to-15 minute parts to fit busy schedules
 - Quizzes leading to certificate of completion
- Vision: Create a basic set of knowledge about accountability that every competent marketer should have

Job Interview 2025: Are you a MASB certified accountable marketer?

MASB Finance in Marketing Education Library

- 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

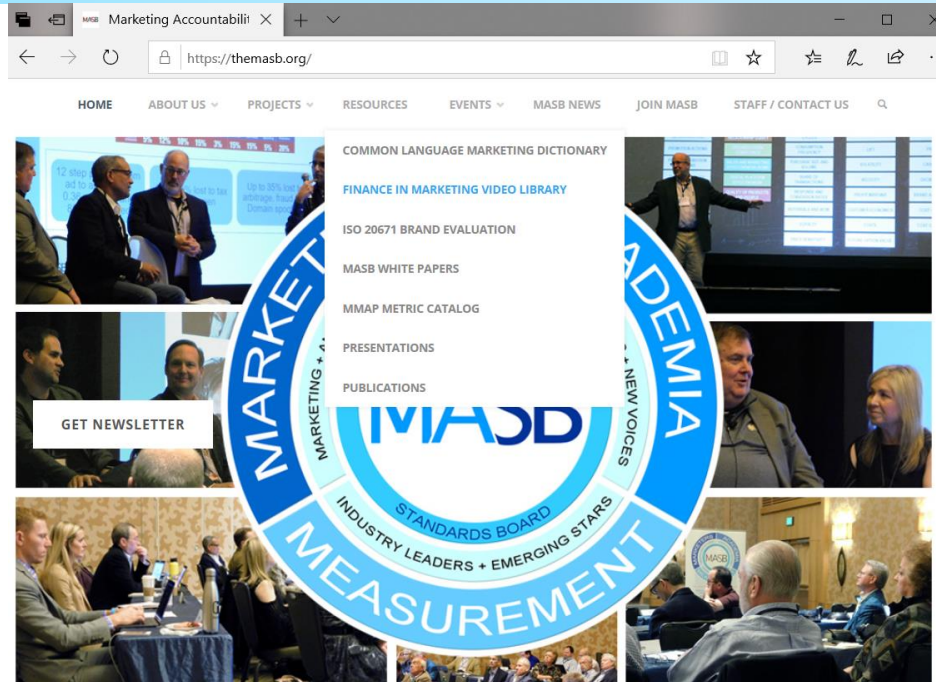
Leveraging the MASB FME Video Library



34 videos
3,775 views
120 subscribers

Goal:
20K in 2020

MASB Finance in Marketing Education Library



Easily accessible from
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?

Example Video #1 – Conversational with Charts



Example Video #2 – Highlight Reel



The term "Black Friday" was applied to the day after Thanksgiving as early as 1961 by Philadelphia police officers who dreaded the heavy and disruptive pedestrian and vehicle traffic that occurred on that day as schools were closed and many workers took time off or played hooky to go Christmas shopping.

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Example Video #3 – Traditional Presentation

2. Higher Brand Preference = Price Premiums



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Example Video #4 - Modern Interactive

Finance in Sponsorship-linked Marketing
T. Bettina Cornwell

<u>Sponsorship</u>	<u>Adv.</u>
60b.	600b.
2	



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Call for more videos!

- **You too can be a marketing accountability influencer!**
- **1- to 5-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 or Erich if interested**

FME Team Members

Team Leaders



Dave Stewart
LMU



Neil Bendle
Ivey

Team Heroes



Jim Meier
At Large



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!



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