



EFFECTIVE: SEPTEMBER 2009
CURRICULUM GUIDELINES

A. Division: **Education** Effective Date: **SEPTEMBER 2009**

B. Department / Program Area: **Commerce & Business Admin. Bachelor of Business Administration (Financial Services Major)** Revision New Course

If Revision, Section(s) Revised:
Date of Previous Revision:
Date of Current Revision:

C: **MARK 5500** D: **Financial Services Marketing** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits						
F: Calendar Description: Marketing in the financial services sector has experienced significant growth and change in recent years, fuelled by new technologies, increased competition, changing consumer attitudes, and product development. Marketers in this field are constantly challenged, require a broad skill set and a variety of approaches to execute their marketing activities successfully. This course will explore how financial institutions develop an understanding of their target consumers to enable them to design appropriate products and services, and then how they market their products and services effectively. The marketing mix for financial services will be covered, along with the concepts of marketing as they apply to the unique nature of services. Relationship marketing, attracting and retaining customers, marketing tools and techniques, and strategy development will all be emphasized.								
G: Allocation of Contact Hours to Type of Instruction / Learning Settings Primary Methods of Instructional Delivery and/or Learning Settings: Lectures and Seminars Number of Contact Hours: (per week / semester for each descriptor) Lecture: 2 Hours Seminar: 2 Hours Total: 4 Hours Number of Weeks per Semester: 15 Weeks	H: Course Prerequisites: MARK 5120 and MARK 5150							
	I: Course Corequisites: None							
	J: Course for which this Course is a Prerequisite: None							
	K: Maximum Class Size: 30							
L: PLEASE INDICATE: <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50px; border: 1px solid black; text-align: center;"><input type="checkbox"/></td> <td>Non-Credit</td> </tr> <tr> <td style="border: 1px solid black; text-align: center;"><input checked="" type="checkbox"/></td> <td>College Credit Non-Transfer</td> </tr> <tr> <td style="border: 1px solid black; text-align: center;"><input type="checkbox"/></td> <td>College Credit Transfer:</td> </tr> </table> <p style="text-align: center;">SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)</p>			<input type="checkbox"/>	Non-Credit	<input checked="" type="checkbox"/>	College Credit Non-Transfer	<input type="checkbox"/>	College Credit Transfer:
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M: Course Objectives / Learning Outcomes:

At the end of the course, the successful student should be able to:

1. demonstrate an understanding of the key concepts and the nature of financial services marketing
2. explain the importance and the challenges involved in marketing financial products and services
3. demonstrate an understanding of the role consumer lifestyle and lifestage play in the development and marketing of financial products and services
4. design marketing research, customer analysis, loyalty, acquisition and retention, and promotion initiatives for the financial services sector
5. create a set of relevant metrics for measuring marketing and corporate progress
6. utilize industry standard software to analyze marketing data and produce reports and presentations
7. develop strategies and tactics for effective marketing in the financial services industry

N: Course Content:

1. The concept of services marketing, and services marketing as it applies to financial institutions
2. Understanding and valuing the financial services customer as a key to organizational success
3. Designing products and services tailored to specific customer segments, respecting needs and risk profile
4. Integrating advertising, sales promotions, public relations and personal selling for effective marketing
5. Regulations, regulatory bodies, ethics and social responsibilities that impact financial services marketing
6. Managing, defining and measuring customer satisfaction
7. Understanding the role CRM plays in comprehending, evaluating and managing customer relations
8. Understanding the complexity and variety of sales channels involved in delivering financial products
9. The importance of website and technology design in delivering financial products
10. People issues: managing financial institution marketing and sales staff
11. Communication and service issues and remedial strategies
12. Customer acquisition and retention strategies: exceeding customer expectations
13. Financial services marketing planning: putting all of the elements together for seamless service

O: Methods of Instruction:

The course will involve a blend of lectures, discussions, videos, cases, on-line activities, and seminars. Students will undertake external industry related research. Group activities and presentations by students are an integral part of the course.

P: Textbooks and Materials to be Purchased by Students:

Ehrlich, Evelyn The Financial Services Marketing Handbook, Bloomberg Press – latest edition or equivalent

Q: Means of Assessment:

Projects, Cases & Presentations (2-4)	50%
Midterm examination	20%
Final examination	20%
Course participation	<u>10%</u>
	<u>100%</u>

STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No.

Course Designer(s): Gerard Edwards

Education Council / Curriculum Committee Representative

Dean / Director: Robert Buller

Registrar