



EFFECTIVE: MAY 2009
CURRICULUM GUIDELINES

A. Division: Education Effective Date: **May, 2009**

B. Department / Commerce & Business Admin. Revision New Course
 Program Area: BBA (Financial Services Major)

If Revision, Section(s) H
 Revised:
 Date of Previous Revision: January 2008
 Date of Current Revision: October 2008

C: **MARK 3500** 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, and 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 X 4 Hours per Week = 60 Hours	H: Course Prerequisites: MARK 1120 (Introductory Marketing) and MARK 2150 (Personal Selling) I: Course Corequisites: J: Course for which this Course is a Prerequisite: K: Maximum Class Size: 30	
L: PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input checked="" type="checkbox"/> College Credit Transfer: SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)		

MARK 3500 **Financial Services Marketing****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 in financial institutions
3. demonstrate an understanding of consumer lifestyle and lifestage in the development of 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 the target customers, respecting their risk profile and their needs
4. Integrating advertising, sales promotions, public relations and personal selling for effective marketing
5. Understanding regulations, ethics and social responsibilities.
6. Managing, defining and measuring customer satisfaction.
7. Understanding the variety of tools and resources available to comprehend, evaluate, and manage customer relations
8. The process of delivering financial services effectively and efficiently
9. Managing the financial institution's physical presence
10. The challenge of stellar website and technology design
11. People issues: managing financial institution marketing and sales staff
12. Service issues and remedial strategies
13. Customer acquisition and retention strategies: exceeding customer expectations
14. 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. Presentations by students are an integral part of the course.

P: Textbooks and Materials to be Purchased by Students

To be determined

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.

<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>Yes</p>
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Course Designer(s) **Gail Tibbo**

Education Council / Curriculum Committee Representative

Dean / Director **Robert F. Buller**

Registrar **Trish Angus**

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