<table>
<thead>
<tr>
<th>Course Code : BUS 331</th>
<th>Course Title : MARKETING FINANCIAL SERVICES</th>
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<tbody>
<tr>
<td>Level : Undergraduate</td>
<td>Year : III</td>
</tr>
<tr>
<td>Status : Elective</td>
<td>Semester : V-VI</td>
</tr>
<tr>
<td>ECTS Credits : 5</td>
<td>Total Hours : 45</td>
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<tr>
<td>Course Coordinator :</td>
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**COURSE DESCRIPTION**

This course provides a thorough immersion in marketing concepts and activities related to the special requirements of the marketing of financial services. It is a how-to guide that takes a marketer from the basic understanding of marketing through the steps necessary to integrate and grow marketing within a bank's organizational structure.

**COURSE OBJECTIVES**

This course will provide students with a comprehensive knowledge of the various marketing tools and techniques for financial services and their cost benefit analysis.

**COURSE CONTENTS**

1. Financial Services and Marketing
2. The Environment for Marketing Financial Services
3. The Financial Services Customer
4. Segmenting the Market
5. Building and Maintaining the Brand
6. Marketing Information Systems for Financial Services
7. The Financial Services Offering
8. Pricing of Financial Services
9. Distributing Financial Services
10. Communicating with the Marketplace
11. Building Relationships
12. Planning for Marketing

**TEACHING/ASSESSMENT**

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Description (%)</td>
</tr>
<tr>
<td>Student Assessment Methods</td>
</tr>
<tr>
<td>Attendance, Homework, Presentation 20%</td>
</tr>
<tr>
<td>Midterm exam 30%</td>
</tr>
<tr>
<td>Final Exam 50%</td>
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**Learning outcomes**

After successfully completing this program, students will be able to:

- Understand the theoretical concepts of marketing strategies for financial services.
- List the four elements of the marketing mix as they apply to the marketing of financial services.
- Recognize consumer motivation and buying behaviour.
- Identify key issues or strategies relating to financial products and the pricing, promotion and distribution of financial services.
- Integrate public relations, advertising, sales promotion, selling, and service distribution functions in overall marketing plan.
- Demonstrate knowledge of marketing decision making of financial services outlined in class.

**Language of Instruction**

English

**Textbook(s)**


Comment [MP1]: ISBN missing