

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Media and Communication  
with effect from Semester A 2024/25**

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**Part I Course Overview**

<b>Course Title:</b>	<u>Financial Communication and Promotion</u>
<b>Course Code:</b>	<u>COM5407</u>
<b>Course Duration:</b>	<u>One Semester</u>
<b>Credit Units:</b>	<u>3</u>
<b>Level:</b>	<u>P5</u>
<b>Medium of Instruction:</b>	<u>English</u>
<b>Medium of Assessment:</b>	<u>English</u>
<b>Prerequisites:</b> <i>(Course Code and Title)</i>	<u>Nil</u>
<b>Precursors:</b> <i>(Course Code and Title)</i>	<u>Nil</u>
<b>Equivalent Courses:</b> <i>(Course Code and Title)</i>	<u>Nil</u>
<b>Exclusive Courses:</b> <i>(Course Code and Title)</i>	<u>Nil</u>

## Part II Course Details

### 1. Abstract

- To provide a comprehensive understanding of the nature and key concepts of financial services marketing and communication.
- To provide knowledge about designing effective marketing and communication strategies on financial products and services

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	To identify the major characteristics of financial services communication and marketing.	10%	✓		
2.	Analyze critically marketing and communication issues facing by financial services organizations.	20%	✓	✓	
3.	Demonstrate competence in selecting, analyzing and evaluating the practice of marketing and communication strategy in financial services organizations.	30%		✓	✓
4.	Apply both managerial judgment and analytical approaches to devise effective and creative solutions to current financial services marketing problems.	20%		✓	✓
5.	Work productively as part of a team, and in particular, communicate and present marketing information effectively in written and electronic formats in a collaborative environment.	20%		✓	✓
		100%			

**A1: Attitude**

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

**A2: Ability**

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.*

**A3: Accomplishments**

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Learning and Teaching Activities (LTAs)

(LTAs designed to facilitate students' achievement of the CILOs.)

LTA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
Seminar	Concepts and general knowledge of communication and marketing financial services are explained through lectures and classroom discussions. Students are given exercises that cover relevant topics and are encouraged to work-along with the lecturer and their peers. These exercises help students to visualize the applications of the concepts.	✓	✓	✓	✓	✓	
Readings	Students are required to pre-read the assigned chapters and also other relevant materials provided by the lecturer before coming to classes. These readings provide students opportunity to think through the concepts and their applications.		✓	✓	✓		
Group Discussion	Knowledge and applications of communication and marketing concepts to financial services organizations are discussed through class activities. Students are given various activities such as work-along practice questions, group presentations, self-test questions and/or ideas sharing sessions, etc.	✓	✓	✓	✓	✓	

#### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.					Weighting	Remarks
	1	2	3	4	5		
Continuous Assessment: 100%							
Participation/ Class discussion: Class activities (such as individual/group class exercises, case study discussion, brief discussion on key concepts and/or raising questions during project presentations, etc.) are arranged to provide students the opportunity to communicate and share ideas effectively. Activities may also take place outside the classroom in which students may need to submit their comment via on-line forums on selected topics.	✓	✓	✓	✓	✓	20%	
Term Paper: The paper is designed to assess the student's grasp on financial services communication and marketing concepts and knowledge, as well as the ability to apply them to solve business problems.	✓	✓	✓	✓		20%	
Small Case Presentation: Students need to present to the class on an assigned topic relating to a practice of communication and marketing financial services within a time limit. The presentation is designed to gauge students' communication and presentation ability on communication and marketing information as well as working effectively as a team. Peer evaluation will be conducted.		✓	✓	✓	✓	15%	
Group Project Report: The project is to assess students' competence level to apply the learnt financial services communication and marketing concepts to manage and/or to solve real business problems as well as working effectively as a team. Peer evaluation will be conducted.	✓	✓	✓	✓	✓	30%	
Group Project Presentation: Students need to present to the class a summary of the group project within a time limit. The presentation is designed to gauge students' communication and presentation ability on communication and marketing information as well as working effectively as a team. Peer evaluation will be conducted.			✓	✓	✓	15%	
Examination: NA							
						100%	

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Participation/ Class Discussion	a) Able to present and communicate answers to class exercises in oral and/or written format; and b) Participate in class discussion by offering innovative ideas and asking questions related to the practice of communication and marketing strategy in financial services organizations	a) Able to present and communicate answers to class exercises in oral and/or written format; and b) Participate in class discussion by offering innovative ideas and asking questions related to the practice of marketing strategy in financial services organizations.	1. Able to present and communicate marketing ideas in oral and/or written format in weekly classes; and  Participate in class discussion by offering innovative and quality ideas and asking questions.	1. Able to always present and communicate marketing ideas excellently in oral and/or written format in weekly classes.  Proactively participate in class discussion by offering innovative and quality ideas and asking questions.	1. Able to frequently present and communicate marketing ideas acceptably in oral and/or written format in weekly classes.  Proactively participate in class discussion by offering some quality ideas and asking questions.	1. Occasionally present and communicate marketing ideas fairly in oral and/or written format in weekly classes.  Reactively participate in class discussion by offering very limited ideas and asking very few questions.
2. Term Paper	a) Grasp all aspects of the course, with the ability to integrate major concepts of financial services communication and marketing to analyze the consumers' behaviours, competitors, and business environments; b) Command of critically discuss the communication and marketing planning	a) Grasp all aspects of the course, with the ability to integrate major concepts of financial services marketing to analyze the consumers' behaviours, competitors, and business environments; b) Command of	Excellent knowledge on financial services communication and marketing concepts, as well as the ability to apply them to solve business problems.	Comprehensive knowledge on financial services communication and marketing concepts, as well as the ability to apply them to solve business problems.	Moderate knowledge on financial services communication and marketing concepts, as well as the ability to apply them to solve business problems.	Fair knowledge on financial services communication and marketing concepts, as well as the ability to apply them to solve business problems.

	<p>process and its key roles in financial services organizations;</p> <p>c) Demonstrate competence in selecting, analyzing and evaluating the practice of communication and marketing strategy in financial services organizations; and</p> <p>d) Command of applying both managerial judgement and analytical approaches to current communication and marketing problems and issues in the financial services sector</p>	<p>critically discuss the marketing planning process and its key roles in financial services organizations;</p> <p>c) Demonstrate competence in selecting, analyzing and evaluating the practice of marketing strategy in financial services organizations; and</p> <p>d) Command of applying both managerial judgement and analytical approaches to current marketing problems and issues in the financial services sector.</p>				
3. Small Case Presentation	<p>a) Ability to present and communicate ideas on an assigned topic in oral and electronic format;</p> <p>b) Able to suggest and present communication and marketing actions and ideas using a creative approach;</p> <p>c) Coverage of materials and contents and demonstrate time management skills; and</p> <p>d) provide quality answers to questions raised in the presentation Q &amp; A session</p>	<p>a) Ability to present and communicate ideas on an assigned topic in oral and electronic format;</p> <p>b) Able to suggest and present marketing actions and ideas using a creative approach;</p> <p>c) Coverage of materials and contents and demonstrate time management skills; and</p> <p>d) provide quality answers to questions raised in the presentation Q &amp; A session</p>	<p>1. Excellent analytical thinking and developing own insights;</p> <p>2. Sound supporting statements when developing the views;</p> <p>Excellent clarity and fluency.</p>	<p>1. Strong analytical thinking and developing own insights;</p> <p>2. Good supporting statements when developing the views;</p> <p>Demonstrate clarity and fluency.</p>	<p>1. Moderate analytical thinking and developing own insights;</p> <p>2. Fair supporting statements when developing the views;</p> <p>Fair clarity and fluency.</p>	<p>1. Fair analytical thinking and developing own insights;</p> <p>2. Weak supporting statements when developing the views;</p> <p>Fair clarity and fluency.</p>

4. Group Project Report	<p>a) Command of all aspects by integrating major financial services marketing and communication concepts to analyze the consumers' behaviors, competitors, and business environments, and consolidate insights and implications for strategy formulation;</p> <p>b) Demonstrate ability to apply the learnt concepts and develop marketing and communication programs to tackle current marketing problems faced by financial institutions; and</p> <p>c) Present and organize marketing and communication information in a business report format.</p>	<p>a) Command of all aspects by integrating major financial services marketing concepts to analyze the consumers' behaviors, competitors, and business environments, and consolidate insights and implications for strategy formulation;</p> <p>b) Demonstrate ability to apply the learnt concepts and develop marketing programs to tackle current marketing problems faced by financial institutions; and</p> <p>c) Present and organize marketing information in a business report format</p>	<p>Excellent in applying the learnt financial services communication and marketing concepts to manage and/or to solve real business problems, in terms of creativity, adequacy, and potential effectiveness.</p>	<p>Demonstrate sound ability in applying the learnt financial services communication and marketing concepts to manage and/or to solve real business problems, in terms of creativity, adequacy, and potential effectiveness.</p>	<p>Demonstrate fair ability in applying the learnt financial services communication and marketing concepts to manage and/or to solve real business problems, in terms of creativity, adequacy, and potential effectiveness.</p>	<p>Weak ability in applying the learnt financial services communication and marketing concepts to manage and/or to solve real business problems, in terms of creativity, adequacy, feasibility, and potential effectiveness.</p>
5. Group Project Presentation	<p>a) Present and communicate marketing and communication information in oral and electronic format.</p> <p>b) Able to suggest and present marketing and communication actions and ideas using a creative approach;</p> <p>c) Coverage of materials and contents and demonstrate time management skills; and</p> <p>d) Provide quality answers to questions raised in the presentation Q &amp; A session.</p>	<p>a) Present and communicate marketing information in oral and electronic format.</p> <p>b) Able to suggest and present marketing actions and ideas using a creative approach;</p> <p>c) Coverage of materials and contents and demonstrate time management skills; and</p> <p>d) Provide quality answers to questions raised in the</p>	<p>Excellent in presenting the learnt financial services communication and marketing concepts to manage and/or to solve real business problems with technical details, accuracy and clarity.</p>	<p>Sound ability in presenting the learnt financial services communication and marketing concepts to manage and/or to solve real business problems with technical details, accuracy and clarity.</p>	<p>Moderate ability in presenting the learnt financial services communication and marketing concepts to manage and/or to solve real business problems with technical details, accuracy and clarity.</p>	<p>Fair ability in presenting the learnt financial services communication and marketing concepts to manage and/or to solve real business problems with technical details, accuracy and clarity.</p>

		presentation Q & A session.				
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Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. Class Discussion	a) Able to present and communicate answers to class exercises in oral and/or written format; and b) Participate in class discussion by offering innovative ideas and asking questions related to the practice of marketing strategy in financial services organizations	1. Able to present and communicate marketing ideas in oral and/or written format in weekly classes; and  2. Participate in class discussion by offering innovative and quality ideas and asking questions.	1. Able to always present and communicate marketing ideas excellently in oral and/or written format in weekly classes.  2. Proactively participate in class discussion by offering innovative and quality ideas and asking questions.	1. Occasionally present and communicate marketing ideas fairly in oral and/or written format in weekly classes.  2. Reactively participate in class discussion by offering very limited ideas and asking very few questions.	Not even reaching marginal levels.
2. Term Paper	a) Grasp all aspects of the course, with the ability to integrate major concepts of financial services marketing to analyze the consumers' behaviours, competitors, and business environments; b) Command of critically discuss the marketing planning process and its key roles in financial services	Excellent knowledge on financial services communication and marketing concepts, as well as the ability to apply them to solve business problems.	Comprehensive knowledge on financial services communication and marketing concepts, as well as the ability to apply them to solve business problems.	Moderate knowledge on financial services communication and marketing concepts, as well as the ability to apply them to solve business problems.	Not even reaching marginal levels.



	<p>organizations;</p> <p>c) Demonstrate competence in selecting, analyzing and evaluating the practice of marketing strategy in financial services organizations; and</p> <p>d) Command of applying both managerial judgement and analytical approaches to current marketing problems and issues in the financial services sector</p>				
3. Small Case Presentation	<p>a) Ability to present and communicate ideas on an assigned topic in oral and electronic format;</p> <p>b) Able to suggest and present marketing actions and ideas using a creative approach;</p> <p>c) Coverage of materials and contents and demonstrate time management skills; and</p> <p>d) provide quality answers to questions raised in the presentation Q &amp; A session</p>	<p>1. Excellent analytical thinking and developing own insights;</p> <p>2. Sound supporting statements when developing the views;</p> <p>3. Excellent clarity and fluency</p>	<p>1. Strong analytical thinking and developing own insights;</p> <p>2. Good supporting statements when developing the views;</p> <p>3. Demonstrate clarity and fluency</p>	<p>1. Fair analytical thinking and developing own insights;</p> <p>2. Fair supporting statements when developing the views;</p> <p>3. Fair clarity and fluency</p>	Not even reaching marginal levels
4. Group Project	<p>a) Command of all aspects by integrating major financial services marketing concepts to analyze the consumers' behaviors, competitors, and business environments, and consolidate insights and implications for strategy formulation;</p> <p>b) Demonstrate ability to apply the learnt concepts and develop marketing programs to tackle current marketing problems faced by financial</p>	Excellent in applying the learnt financial services communication and marketing concepts to manage and/or to solve real business problems, in terms of creativity, adequacy, feasibility, and potential effectiveness.	Demonstrate sound ability in applying the learnt financial services communication and marketing concepts to manage and/or to solve real business problems, in terms of creativity, adequacy, feasibility, and potential effectiveness.	Demonstrate fair ability in applying the learnt financial services communication and marketing concepts to manage and/or to solve real business problems, in terms of creativity, adequacy, feasibility, and potential effectiveness.	Not even reaching marginal levels.

	institutions; and c) Present and organize marketing information in a business report format				
5. Group Project Presentation	a) Present and communicate marketing information in oral and electronic format. b) Able to suggest and present marketing actions and ideas using a creative approach; c) Coverage of materials and contents and demonstrate time management skills; and d) Provide quality answers to questions raised in the presentation Q & A session.	Excellent in presenting the learnt financial services communication and marketing concepts to manage and/or to solve real business problems with technical details, accuracy and clarity.	Sound ability in presenting the learnt financial services communication and marketing concepts to manage and/or to solve real business problems with technical details, accuracy and clarity.	Fair ability in presenting the learnt financial services communication and marketing concepts to manage and/or to solve real business problems with technical details, accuracy and clarity.	Not even reaching marginal levels.

### Part III Other Information (more details can be provided separately in the teaching plan)

#### 1. Keyword Syllabus

(An indication of the key topics of the course.)

Hong Kong financial services, marketing environment in financial services, bank marketing, insurance marketing, investment marketing, financial planning, financial market segmentation, bank customer propositions, financial public relations, financial communication, investor relations

#### 2. Reading List

##### 2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	Ennew, C., Waite, N., & Waite, Róisín. (2018). <i>Financial services marketing: an international guide to principles and practice</i> (Third edition.). London: Routledge.
2.	Shaikh, A. A., & Karjaluoto, H. (2019). <i>Marketing and mobile financial services: a global perspective on digital banking consumer behaviour</i> . London ; New York: Routledge, Taylor & Francis Group.
3.	Thomson, Anthony, & Camp, Lucian. (2018). <i>No Small Change</i> . Newark: John Wiley & Sons, Incorporated.
4.	Gambetti, R., & Quigley, S. P. (2013). <i>Managing corporate communication: a cross-cultural approach</i> . Houndmills, Basingstoke ; New York, NY: Palgrave Macmillan.
5.	Westbrook, I. (2014). <i>Strategic financial and investor communication: the stock price story</i> . Abingdon, Oxon: Routledge.

##### 2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Fill, C., & Chartered Institute of Marketing. (2012). <i>Managing corporate reputation</i> (1st ed.). London: BPP Learning Media Ltd.
2.	<a href="http://www.hkma.gov.hk/eng/market-data-and-statistics/">http://www.hkma.gov.hk/eng/market-data-and-statistics/</a>
3.	<a href="http://www.sfc.hk/web/EN/rule-book/laws/">http://www.sfc.hk/web/EN/rule-book/laws/</a>
4.	<a href="http://www.hkex.com.hk/eng/listing/listreq_pro/ListReq.htm">http://www.hkex.com.hk/eng/listing/listreq_pro/ListReq.htm</a>
5.	<a href="http://www.mpfa.org.hk/eindex.asp">http://www.mpfa.org.hk/eindex.asp</a>
6.	<a href="http://www.oci.gov.hk/about/index.html">http://www.oci.gov.hk/about/index.html</a>
7.	<a href="http://www.dps.org.hk/">http://www.dps.org.hk/</a>
8.	<a href="http://www.hkab.org.hk">http://www.hkab.org.hk</a>
9.	<a href="http://www.investopedia.com/">http://www.investopedia.com/</a>
10.	<a href="http://www.bloomberg.com/">http://www.bloomberg.com/</a>