

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Media and Communication  
with effect from Semester A 2017/18**

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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.
- To provide knowledge about designing effective marketing 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 marketing.	10%	✓		
2.	Analyze critically marketing issues facing by financial services organizations.	20%	✓	✓	
3.	Demonstrate competence in selecting, analyzing and evaluating the practice of marketing 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 self-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. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CIOs.)

TLA	Brief Description	CIO No.					Hours/week (if applicable)
		1	2	3	4	5	
Seminar	Concepts and general knowledge of 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 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%							
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 Test: The test is designed to assess the student's grasp on financial services 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 marketing financial services within a time limit. The presentation is designed to gauge students' communication and presentation ability on 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 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 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.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Discussion	<p>a) Able to present and communicate answers to class exercises in oral and/or written format; and</p> <p>b) Participate in class discussion by offering innovative ideas and asking questions related to the practice of marketing strategy in financial services organizations</p>	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Term Test	<p>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;</p> <p>b) Command of 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>	High	Significant	Moderate	Basic	Not even reaching marginal levels
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>	High	Significant	Moderate	Basic	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 institutions; and</p> <p>c) Present and organize marketing information in an a business report format</p>	High	Significant	Moderate	Basic	Not even reaching marginal levels
5. Group Project Presentation	<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 presentation Q &amp; A session.</p>	High	Significant	Moderate	Basic	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.)

Main features of financial services, Marketing environment in Financial Services, Bank Marketing, Insurance Marketing, Financial Planning, Buying Behaviour in financial services, Financial Market Segmentation & Positioning, Marketing Mix of financial services, Relationship Marketing, Competitive strategies in financial services.

### 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.	Christine Ennew & Nigel Waite, “ <i>Financial Services Marketing- an International Guide to Principles and Practice</i> ”, 2 <sup>nd</sup> ed., Routledge, 2013.
2.	Harrison, T. & Estelami, H. “ <i>The Routledge Companion to Financial Services Management</i> ”. 1st ed., Routledge, 2015.
3.	Ehrlich, E., & Fanelli, D. “ <i>The Financial Services Marketing Handbook</i> ”. 2nd ed. Wiley & Sons and Bloomberg Press, 2012.
2.	Roy Stephenson, “ <i>Marketing Planning for Financial Services</i> ”, Gower Publishing, 2005
3.	Jillian Farquhar & Arthur Meidan , “ <i>Marketing Financial Services</i> ”, 2 <sup>nd</sup> ed., Palgrave MacMillan Press, 2010.
4.	Christopher Lovelock, “ <i>Services Marketing</i> ”, 7 <sup>th</sup> Edition, Pearson, 2011.
5.	Philip Kotler & Kevin Keller “ <i>Marketing Management</i> ”, 15 <sup>th</sup> Edition, Pearson Education, 2015.

#### 2.2 Additional Readings

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

1. Gambetti, R. and Quigley, S. (2013). Managing corporate communication. 1st ed. Houndmills, Basingstoke: Palgrave Macmillan.
2. McDonald, M., Frow, P. and Payne, A. (2011). Marketing plans for services. 3rd ed. Chichester: Wiley.
3. Chartered Institute of Marketing (CIM), (2012) “Managing Corporate Reputation”, BPP Learning Media
4. <http://www.hkab.org.hk>
5. <http://www.sfc.hk/web/EN/rule-book/laws/>
6. <http://www.hkma.gov.hk/eng/market-data-and-statistics/>
7. <http://www.dps.org.hk/>
8. <http://www.mpfa.org.hk/eindex.asp>
9. <http://www.oci.gov.hk/about/index.html>
10. [http://www.hkex.com.hk/eng/listing/listreq\\_pro/ListReq.htm](http://www.hkex.com.hk/eng/listing/listreq_pro/ListReq.htm)
11. <http://www.investopedia.com/>
12. <http://www.bloomberg.com/>