

**City University of Hong Kong**  
**Course Syllabus**

**offered by Department of Marketing**  
**with effect from Semester A 2017/18**

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**Part I Course Overview**

**Course Title:** Financial Services Marketing

**Course Code:** MKT5642

**Course Duration:** Intensive Teaching Mode / One Semester

**Credit Units:** 3

**Level:** P5

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:**  
(Course Code and Title) Nil

**Precursors:**  
(Course Code and Title) Nil

**Equivalent Courses:**  
(Course Code and Title) Nil

**Exclusive Courses:**  
(Course Code and Title) Nil

## Part II Course Details

### 1. Abstract

1. To provide a comprehensive understanding of the nature and key concepts of financial services marketing.
2. To provide knowledge about designing marketing strategies for financial products and services that are both creative and effective

### 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<br>(if applicable) | Discovery-enriched curriculum related learning outcomes (please tick where appropriate) |    |    |
|-----|---|------------------------------|---|----|----|
|     |   |                              | A1  | A2 | A3 |
| 1.  | To identify the major issues in and characteristics of financial services marketing.  |                              | ✓   |    |    |
| 2.  | Identify and analyze marketing issues faced by financial services organizations.  |                              | ✓   |    |    |
| 3.  | Demonstrate competence in selecting, analyzing and evaluating marketing strategy in financial services organizations.   |                              |   |    | ✓  |
| 4.  | Apply both managerial judgment and analytical approaches to devise effective and creative solutions to current financial services marketing problems.                               |                              |   |    | ✓  |
| 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. |                              |   | ✓  |    |
|     |   | 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 CILOs.)

| TLA              | Brief Description   | CILO No. |   |   |   |   | Hours/week<br>(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: 65%           |          |   |   |   |   |           |         |
| Class Participation                  | ✓        | ✓ | ✓ | ✓ | ✓ | 10%       |         |
| Short Case Study                     |          | ✓ | ✓ | ✓ | ✓ | 20%       |         |
| Group Project and Presentation       | ✓        | ✓ | ✓ | ✓ | ✓ | 35%       |         |
| Examination: 35% (duration: 2 hours) |          |   |   |   |   |           |         |
| Final Exam                           | ✓        | ✓ | ✓ | ✓ |   | 35%       |         |
|                                      |          |   |   |   |   | 100%      |         |

### Regulation of the course

Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.

## 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 Participation            | 1.1 Able to always present and communicate answers to class exercises excellently in oral and/or written format.   | High                  | Significant      | Moderate         | Basic        | Not even reaching marginal levels |
|                                   | 1.2 Proactively participate in class discussion by offering innovative ideas and asking questions related to the practice of marketing strategy in financial services organizations.   | High                  | Significant      | Moderate         | Basic        | Not even reaching marginal levels |
| 2. Short Case Presentation        | 2.1 Present and communicate ideas effectively and excellently on an assigned topic in oral and electronic format.  | High                  | Significant      | Moderate         | Basic        | Not even reaching marginal levels |
|                                   | 2.2 Able to suggest and present outstanding marketing actions and ideas using a creative approach.   | High                  | Significant      | Moderate         | Basic        | Not even reaching marginal levels |
|                                   | 2.3 Show excellent coverage of materials and contents and demonstrate excellent time management skills.  | High                  | Significant      | Moderate         | Basic        | Not even reaching marginal levels |
|                                   | 2.4 Provide quality answers to questions raised in the presentation Q & A session.   | High                  | Significant      | Moderate         | Basic        | Not even reaching marginal levels |
| 3. Group Project and Presentation | 3.1 Show excellent command of all aspects by integrating major financial services marketing concepts to analyze the consumers' behaviors, competitors, and business environments deeply, and consolidate lots of insights and implications for strategy formulation. | High                  | Significant      | Moderate         | Basic        | Not even reaching marginal levels |
|                                   | 3.2 Demonstrate excellent ability to apply the learnt concepts and develop outstanding marketing programs to tackle current marketing problems faced by financial institutions.  | High                  | Significant      | Moderate         | Basic        | Not even reaching marginal levels |
|                                   | 3.3 Present and organize marketing information excellently in a business report format.  | High                  | Significant      | Moderate         | Basic        | Not even reaching marginal levels |
|                                   | 3.4 Present and communicate marketing information effectively and excellently in oral and electronic format  | High                  | Significant      | Moderate         | Basic        | Not even reaching marginal levels |
|                                   | 3.5 Provide quality answers to questions raised in the presentation Q & A session.   | High                  | Significant      | Moderate         | Basic        | Not even reaching marginal levels |

|                      |  |      |             |          |       |                                   |
|----------------------|--|------|-------------|----------|-------|-----------------------------------|
| 4. Final Examination | 4.1 Show grasp of 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 deeply. | High | Significant | Moderate | Basic | Not even reaching marginal levels |
|                      | 4.2 Show command of the marketing planning process and its key roles in financial services organizations.  | High | Significant | Moderate | Basic | Not even reaching marginal levels |
|                      | 4.3 Ability in selecting, analyzing and evaluating the practice of marketing strategy in financial services organizations.   | High | Significant | Moderate | Basic | Not even reaching marginal levels |
|                      | 4.4 Able to apply both managerial judgement and analytical approaches to current marketing problems and issues in the financial services sector  | 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 (2013), <i>Financial Services Marketing—an International Guide to Principles and Practice</i> , 2 <sup>nd</sup> Edition, Butterworth-Heinemann. |
|----|---|

**2.2 Additional Readings**

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

|    |   |
|----|---|
| 1. | Roy Stephenson (2005), <i>Marketing Planning for Financial Services</i> , Gower Publishing. |
| 2. | Jillian Farquhar and Arthur Meidan (2010), <i>Marketing Financial Services</i> , MacMillan. |
| 3. | Christopher Lovelock (2011), <i>Services Marketing</i> , Prentice Hall.                     |