

**City University of Hong Kong
Course Syllabus**

**offered by Department of Marketing
with effect from Semester A 2024/25**

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 (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, acquire research skills, synthesize knowledge across disciplines or apply academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artifacts, 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	Students will explore concepts and general knowledge of marketing financial services through lectures and discussions. Participate in exercises that illustrate the application of these concepts, collaborating with peers and the lecturer to enhance understanding.	✓	✓	✓	✓	✓	
Readings	Student will engage with assigned chapters and additional materials before class, allowing for reflection on the concepts and their practical applications.	✓	✓	✓	✓		
Group Discussion	Student will collaborate in class activities to apply marketing concepts to financial services organizations. Participate in practice questions, group presentations, self-tests, and idea-sharing sessions to deepen comprehension and facilitate discussion.	✓	✓	✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

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

The project report is to assess student's competence level to apply the learned marketing concepts to a real business situation as well as working effectively as a team.

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.)\

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. 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

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 Participation	1.1 Able to always present and communicate answers to class exercises excellently in oral and/or written format.	High	Significant	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	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	Basic	Not even reaching marginal levels
	2.2 Able to suggest and present outstanding marketing actions and ideas using a creative approach.	High	Significant	Basic	Not even reaching marginal levels
	2.3 Show excellent coverage of materials and contents and demonstrate excellent time management skills.	High	Significant	Basic	Not even reaching marginal levels
	2.4 Provide quality answers to questions raised in the presentation Q & A session.	High	Significant	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	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	Basic	Not even reaching marginal levels
	3.3 Present and organize marketing information excellently in a business report format.	High	Significant	Basic	Not even reaching marginal levels
	3.4 Present and communicate marketing information effectively and excellently in oral and electronic format	High	Significant	Basic	Not even reaching marginal levels

	3.5 Provide quality answers to questions raised in the presentation Q & A session.	High	Significant	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	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	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	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	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 nd Edition, Butterworth-Heinemann.
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2.2 Additional Readings

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

1.	Roy Stephenson (2005), “Marketing Planning for Financial Services”, Gower Publishing.
2.	Jillian Farquhar and Arthur Meidan (2010), “Marketing Financial Services”, MacMillan.
3.	Christopher Lovelock (2011), “Services Marketing”, Prentice Hall.