

City University of Hong Kong

Information on a Course
offered by Department of Media and Communication
with effect from Semester A 2010/2011

Part I

Course Title:	Financial Communication and Promotion
Course Code:	COM5407
Course Duration:	1 Semester
Credit Units:	3
Level:	P5
Medium of Instruction:	English
Prerequisites:	NIL
Precursors:	NIL
Equivalent Courses:	NIL
Exclusive Courses:	NIL

Part II

Course Aims

- 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

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	To identify the major characteristics of financial services marketing.	1
2.	Analyze critically marketing issues facing by financial services organizations.	2
3.	Demonstrate competence in selecting, analyzing and evaluating the practice of marketing strategy in financial services organizations.	3
4.	Apply both managerial judgment and analytical approaches to devise effective and creative solutions to current financial services marketing problems.	2
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.	3

(1: Minor focus; 2: More important focus; 3: Most important focus)

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

TLA1: 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.

TLA2: 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.

TLA3: 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.

CILO No	TLA1: Seminar	TLA2: Readings	TLA3: Group Discussion
CILO1	2		1
CILO2	2	1	1
CILO3	1	2	2
CILO4	1	2	1
CILO5	2		2

(1: Minor focus on the ILO; 2: Main focus on the ILO)

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

AT1: Class Discussion (20%)

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.

AT2: Term Test (20%)

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.

AT3: Small Case Presentation (15%)

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.

AT4: Group Project Report (30%)

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.

AT5: Group Project Presentation (15%)

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.

CILO No	AT1: Class Discussion (20%)	AT2: Term Test (20%)	AT3: Small Case Presentation (15%)	AT4: Group Project Report (30%)	AT5: Group Project Presentation (15%)
CILO1	1	2		1	
CILO2	2	2	1	2	
CILO3	2	2	2	2	2
CILO4	1	1	2	2	1
CILO5	2		2	2	2

(1: Minor focus on the ILO; 2: Main focus on the ILO)

Regulation of the course

Students need to meet the 70% attendance requirement of the Department of Media and Communication for the completion of the course.

Grading of Student Achievement:

Grading Criteria of Assessment Task 1: Class Discussion

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
1. Able to always present and communicate answers to class exercises excellently in oral and/or written format.	1. Able to frequently present and communicate answers to class exercises in oral and/or written format.	1. Occasionally present and communicate answers to class exercises in oral and/or written format.	1. Occasionally present and communicate answers to class fairly in oral and/or written format.
2. Proactively participate in class discussion by offering innovative ideas and asking questions related to the practice of marketing strategy in financial services organizations.	2. Proactively participate in class discussion by offering some innovative ideas and asking questions related to the practice of marketing strategy in financial services organizations.	2. Occasionally active when urged to participate in class discussion by offering some acceptable ideas and asking limited questions related to the practice of marketing strategy in financial services organizations.	2. Reactively participate in class discussion by offering very limited ideas and asking very few questions related to the practice of marketing strategy in financial services organizations.

Grading Criteria of Assessment Task 2: Term Test

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
1. Show superior 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. 2. Show excellent command of critically discuss the marketing planning process and its key roles in financial services organizations. 3. Demonstrate excellent competence in selecting, analyzing and evaluating the practice of marketing strategy in financial services organizations. 4. Show excellent command of applying both managerial judgement and analytical approaches to current marketing problems and issues in the financial services sector.	1. Show good and reasonable coverage of most aspects of the course, with the ability to integrate major concepts of financial services marketing to analyze the consumers' behaviours, competitors, and business environments. 2. Show good command of critically discuss the marketing planning process and its key roles in financial services organizations. 3. Demonstrate good competence in selecting, analyzing and evaluating the practice of marketing strategy in financial services organizations. 4. Show good command of applying both managerial judgement and analytical approaches to current marketing problems and issues in the financial services sector.	1. Show acceptable coverage of most aspects or the course, with the ability to partially integrate some concepts of financial services marketing to analyze the consumers' behaviours, competitors, and business environments. 2. Show acceptable command of discussing the marketing planning process and its key roles in financial services organizations. 3. Demonstrate acceptable ability in selecting, analyzing and evaluating the practice of marketing strategy in financial services organizations. 4. Show acceptable command of applying both managerial judgement and analytical approaches to current marketing problems and issues in the financial services sector.	1. Show marginal coverage of some aspects or the course, with the ability to partially integrate a few concepts of financial services marketing to analyze the consumers' behaviours, competitors, and business environments. 2. Show marginal command of discussing the marketing planning process and its key roles in financial services organizations. 3. Demonstrate marginal ability in selecting, analyzing and evaluating the practice of marketing strategy in financial services organizations. 4. Show marginal command of applying both managerial judgement and analytical approaches to current marketing problems and issues in the financial services sector.

Grading Criteria of Assessment Task 3: Small Case Presentation

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
1. Present and communicate ideas effectively and excellently on an assigned topic in oral and electronic format. 2. Able to suggest and present outstanding marketing actions and ideas using a creative approach. 3. Show excellent coverage of materials and contents and demonstrate excellent time management skills. 4. Provide quality answers to questions raised in the presentation Q & A session.	1. Present and communicate ideas effectively on an assigned topic in oral and electronic format. 2. Able to suggest and present good marketing actions and ideas using a creative approach. 3. Show good coverage of materials and contents and demonstrate good time management skills. 4. Provide good answers to questions raised during the presentation Q & A session.	1. Present and communicate ideas acceptably on an assigned topic in oral and electronic format (with some areas need improvement). 2. Able to suggest and present acceptable marketing actions and ideas. 3. Fair coverage of materials and contents and acceptable time management skills. 4. Provide acceptable answers to questions raised during the presentation Q & A session.	1. Marginally present and communicate ideas on an assigned topic in oral and electronic format (with major areas need improvement). 2. Able to suggest and present marketing actions and ideas marginally. 3. Marginal coverage of materials and contents and poor time management skills. 4. Provide fair answers to questions raised during the presentation Q & A session.

Grading Criteria of Assessment Task 4: Group Project

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
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. 2. Demonstrate excellent ability to apply the learnt concepts and develop outstanding marketing programs to tackle current marketing problems faced by financial institutions. 3. Present and organize marketing information excellently in a business report format.	1. Show good command of all aspects by integrating major financial services marketing concepts to analyze the consumers' behaviors, competitors, and business environments and suggest some implications for strategy formulation. 2. Demonstrate good ability to apply the learnt concepts and develop effective marketing programs to tackle current marketing problems faced by financial institutions. 3. Present and organize marketing information in an organized business report format.	1. Show acceptable command of most aspects by integrating major financial services marketing concepts to analyze the consumers' behaviors, competitors, and business environments and partially able to link them up with strategy formulation. 2. Demonstrate acceptable ability to apply the learnt concepts and develop fair marketing programs to tackle current marketing problems faced by financial institutions. 3. Present and organize marketing information fairly in a business report format.	1. Show marginal command of a few aspects of major financial services marketing concepts to analyze the consumers' behaviors, competitors, and business environments but unable to link them up with strategy formulation. 2. Demonstrate marginal ability to apply the learnt concepts and develop marginal marketing programs to tackle current marketing problems faced by financial institutions. 3. Present and organize marketing information fairly in a business report format.

Grading Criteria of Assessment Task 5: Group Project Presentation

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
<p>1. Present and communicate marketing information effectively and excellently in oral and electronic format.</p> <p>2. Able to suggest and present outstanding marketing actions and ideas using a creative approach.</p> <p>3. Show excellent coverage of materials and contents and demonstrate excellent time management skills.</p> <p>4. Provide quality answers to questions raised in the presentation Q & A session.</p>	<p>1. Present and communicate marketing information effectively in oral and electronic format.</p> <p>2. Able to suggest and present good marketing actions and ideas using a creative approach.</p> <p>3. Show good coverage of materials and contents and demonstrate good time management skills.</p> <p>4. Provide good answers to questions raised during the presentation Q & A session.</p>	<p>1. Present and communicate marketing information acceptably in oral and electronic format (with some areas need improvement).</p> <p>2. Able to suggest and present acceptable marketing actions and ideas.</p> <p>3. Fair coverage of materials and contents and acceptable time management skills.</p> <p>4. Provide acceptable answers to questions raised during the presentation Q & A session.</p>	<p>1. Marginally present and communicate marketing information in oral and electronic format (with major areas need improvement).</p> <p>2. Able to suggest and present marketing actions and ideas marginally.</p> <p>3. Marginal coverage of materials and contents and poor time management skills.</p> <p>4. Provide fair answers to questions raised during the presentation Q & A session.</p>

Part III

Keyword Syllabus

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.

Recommended Reading

Text(s)

1. Christine Ennew & Nigel Waite, “*Financial Services Marketing- an International Guide to Principles and Practice*”, Butterworth-Heinemann, 2007.
2. Roy Stephenson, “*Marketing Planning for Financial Services*”, Gower Publishing, 2005.
3. Arthur Meidan, “*Marketing Financial Services*”, MacMillan Press, 1996.

4. Christopher Lovelock, "*Services Marketing*", 4th Edition, Prentice Hall, 2001.
5. Philip Kotler, "*Marketing Management*", 11th Edition, Prentice-Hall, 2003.

Online Resources

Nil.