

MKT5642: FINANCIAL SERVICES MARKETING

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Financial Services Marketing

Subject Code

MKT - Marketing

Course Number

5642

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

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

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	To identify the major issues in and characteristics of financial services marketing.	x		
2	Identify and analyze marketing issues faced by financial services organizations.	x		
3	Demonstrate competence in selecting, analyzing and evaluating marketing strategy in financial services organizations.			x
4	Apply both managerial judgment and analytical approaches to devise effective and creative solutions to current financial services marketing problems.			x
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.		x	

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.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	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.	1, 2, 3, 4, 5

2	Readings	Student will engage with assigned chapters and additional materials before class, allowing for reflection on the concepts and their practical applications.	1, 2, 3, 4	
3	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.	1, 2, 3, 4, 5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class Participation	1, 2, 3, 4, 5	10	
2	Short Case Study	2, 3, 4, 5	20	
3	Group Project and Presentation	1, 2, 3, 4, 5	35	

Continuous Assessment (%)

65

Examination (%)

35

Examination Duration (Hours)

2

Additional Information for ATs

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.

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

Assessment Rubrics (AR)**Assessment Task**

Class Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

1.1 Able to always present and communicate answers to class exercises excellently in oral and/or written format.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Class Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

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.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Short Case Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

2.1 Present and communicate ideas effectively and excellently on an assigned topic in oral and electronic format.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Short Case Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

2.2 Able to suggest and present outstanding marketing actions and ideas using a creative approach.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Short Case Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

2.3 Show excellent coverage of materials and contents and demonstrate excellent time management skills.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Short Case Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

2.4 Provide quality answers to questions raised in the presentation Q & A session.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project and Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

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.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project and Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.2 Demonstrate excellent ability to apply the learnt concepts and develop outstanding marketing programs to tackle current marketing problems faced by financial institutions.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project and Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.3 Present and organize marketing information excellently in a business report format.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project and Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.4 Present and communicate marketing information effectively and excellently in oral and electronic format

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project and Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.5 Provide quality answers to questions raised in the presentation Q & A session.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Final Examination (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

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.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Final Examination (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

4.2 Show command of the marketing planning process and its key roles in financial services organizations.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Final Examination (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

4.3 Ability in selecting, analyzing and evaluating the practice of marketing strategy in financial services organizations.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Final Examination (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

4.4 Able to apply both managerial judgement and analytical approaches to current marketing problems and issues in the financial services sector

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Class Participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

1.1 Able to always present and communicate answers to class exercises excellently in oral and/or written format.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Class Participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

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.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Short Case Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

2.1 Present and communicate ideas effectively and excellently on an assigned topic in oral and electronic format.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Short Case Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

2.2 Able to suggest and present outstanding marketing actions and ideas using a creative approach.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Short Case Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

2.3 Show excellent coverage of materials and contents and demonstrate excellent time management skills.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Short Case Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

2.4 Provide quality answers to questions raised in the presentation Q & A session.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project and Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

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.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project and Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

3.2 Demonstrate excellent ability to apply the learnt concepts and develop outstanding marketing programs to tackle current marketing problems faced by financial institutions.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project and Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

3.3 Present and organize marketing information excellently in a business report format.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project and Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

3.4 Present and communicate marketing information effectively and excellently in oral and electronic format

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project and Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

3.5 Provide quality answers to questions raised in the presentation Q & A session.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Final Examination (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

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.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Final Examination (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

4.2 Show command of the marketing planning process and its key roles in financial services organizations.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Final Examination (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

4.3 Ability in selecting, analyzing and evaluating the practice of marketing strategy in financial services organizations.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Final Examination (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

4.4 Able to apply both managerial judgement and analytical approaches to current marketing problems and issues in the financial services sector

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Part III Other Information**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.

Reading List**Compulsory Readings**

Title	
1	Christine Ennew & Nigel Waite (2013), Financial Services Marketing—an International Guide to Principles and Practice, 2nd Edition, Butterworth-Heinemann.

Additional Readings

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