

Module Title:	Marketing for Financial Services
Academic year:	2009-2010
Credit Value:	5
Pre- requisites:	None
Assessment:	In class exam 20% Group Project 20% Final Examination 60%
Aims	This module aims to examine the concepts and applications of Financial Services marketing within the delivery of professional Financial Services. It uses a combination of text concepts, application processes and case analysis to develop decision making processes and apply them to business situations. Specifically it aims to give students the ability to comprehensively analysis and understand the underpinnings of Financial Services delivery.
Module Content	<ul style="list-style-type: none"> • The nature and characteristics of Financial Services • Apply the principles of Financial Services Marketing in a professional Financial Services context • Marketing & advertising practice for Financial Services Sector • Corporate governance impacts
Intended Learning Outcomes:	<p>On completion of the module the student will be able to:</p> <ol style="list-style-type: none"> 1. Describe the nature and characteristics of Financial Services 2. Apply the principles of Financial Services marketing in a professional Financial Services context 3. Identify that the adaptation of marketing practice that may be required for Financial Services paying particular attention to corporate governance 4. Critically evaluate the components of the Financial Services marketing mix and compare the perspectives of the service

	<p>providers and the consumers in how the services are advertised and marketed</p> <p>5. Take part in a group presentation to research , collaborate and develop an analysis of a business or financial scenario and present findings and recommendations</p>
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