# BAN 2511 MARKETING FOR FINANCIAL SERVICES

**Course Description:**
This course will teach students the basic steps in selling products and services, what motivates customers to purchase Financial Services products and services and how to develop a successful marketing plan. The student will also learn how to recognize consumer motivation and buying behavior and how to integrate public relations, advertising, sales promotion, selling, and service distribution functions in a Bank’s overall marketing plan. In this course the student will be required to conduct a situation analysis simulation by formulating a marketing strategy, to monitor and evaluate performance. (3 hr. lab)

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<th>Course Competency</th>
<th>Learning Outcomes</th>
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| **Competency 1:** The student will apply the concepts associated to understanding target markets, identifying opportunities and developing the marketing strategy by: | • Communication  
• Critical thinking  
• Information Literacy  
• Cultural / Global Perspective |
| 1. Describing the consumer and corporate markets and the buying behavior.  
2. Identifying the buying decision behavior per markets.  
3. Describing the buying decision process for banking and financial services products.  
4. Identifying methods that can assist in the identification of the target markets.  
5. Describing customer buying decision process and influences on behavior. |  |
| **Competency 2:** The student will demonstrate an understanding of the essentials of developing a marketing plan by: | • Communication  
• Critical thinking  
• Information Literacy  
• Ethical Issues |
| 1. Developing a plan for effective product and service strategy including product, product classification and brand.  
2. Discussing the evolution of marketing in the financial services sector.  
3. Explaining the marketing environment including micro-environment and macro-environment.  
4. Describing the marketing planning cycle. |  |
5. Explaining the steps associated to segmentation and target marketing.
6. Describing social, ethical, and regulatory issues associated to marketing financial services products.

**Competency 3:** The student will learn the most important factors impacting the marketing and pricing of financial services and products by:

1. Explaining strategies for influencing customer perception.
2. Describing pricing for financial services including fee income and interest income, product mix pricing and new products pricing strategy.
3. Discussing distribution and alternate delivery channels.

**Competency 4:** The student will learn the different methods and types of marketing research:

1. Describing the different types of marketing research.
2. Explaining the importance of research in the current market scenario.
3. Illustrating with examples and scenarios the different market research techniques.
4. Evaluating specific marketing scenarios selling financial services products or services and recommending specific marketing research techniques to be used.

- Numbers / Data
- Critical thinking
- Information Literacy
- Computer / Technology Usage

- Critical thinking
- Information Literacy