

COURSE OUTLINE

1. GENERAL

SCHOOL	SCHOOL OF ECONOMIC SCIENCES		
DEPARTMENT	Accounting & Finance		
LEVEL OF STUDY	Undergraduate		
COURSE UNIT CODE	AF504	SEMESTER OF STUDY	5 th
COURSE TITLE	Financial Service Marketing		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures and case studies		3	5
COURSE UNIT TYPE	Specialization Course (S.Cs)		
PREREQUISITES :	There are no prerequisites.		
LANGUAGE OF INSTRUCTION/EXAMS:	Greek/English		
COURSE DELIVERED TO ERASMUS STUDENTS	YES in English if we have Erasmus students		
MODULE WEB PAGE (URL)	https://eclass.uowm.gr/courses/ACCFIN106/		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The course aims at helping students understand the particularities of financial services (products, prices, distribution, people, processes, physical evidence) and obtain all necessary marketing management knowledge in the field of financial services. The course focuses on the characteristics of financial services, particularly banking services and their influence on key strategic issues of the marketing of financial service. Special Emphasis will be placed on the importance of workers for the effective delivery of services and on issues related to processes (operations), developing new services, two-way communication, distribution and pricing of services, as well as trust, fidelity and customer satisfaction.</p> <p>Upon successful completion of this course , the student should:</p> <ul style="list-style-type: none"> • Be able to understand the basic concepts, general principles and characteristics of financial services marketing, as well as the importance of its implementation in the operation and development of the financial services industry. • Be familiar with all the processes and functions of financial / banking services marketing. • Have acquired the ability to select and implement appropriate financial marketing tactical actions and strategies, particularly in the banking sector.
General Skills

- Search, analyze and synthesize data and information, using the necessary technologies
- decision making
- Autonomous work
- Teamwork
- Decision making issues
- Adaptation to new situations

3. COURSE CONTENTS

- I. Application of the principles of marketing in the financial / banking sector.
- II. Characteristics of services.
- III. The Marketing environment of Financial / Banking services. Developments in international financial environment. Analysis of Greek financial market.
- IV. Research and marketing information systems in financial services.
- V. The purchasing behavior in financial services. Segmentation, targeting, Positioning.
- VI. The marketing mix. The components of the marketing mix in banking services.
- VII. The product in financial services. Kinds of banking products / services. Branding and product strategy. Strategic development of new products.
- VIII. The sales and distribution network of financial / banking products and services. Types of networks and strategic distribution decisions. Branches and alternative service networks.
- IX. Pricing Policy. Factors affecting the formation of pricing (internal - external factors). Pricing policies.
- X. The promotion and communication mix. Role and communication styles. Decision making on the promotion and communication mix. Advertising, direct marketing, sales promotion, personal selling.
- XI. Additional elements of the financial services marketing mix. The human factor, processes and physical evidence.
- XII. Customer relations management. Quality and customer - employee satisfaction.
- XIII. Organization of marketing in Banks and their financial subsidiaries.

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Learning process is supported through the electronic platform e-class.	
TEACHING METHODS	Method description	Weekly Workload
	The course will be conducted through two-hour weekly lectures, supported by modern technology, covering the main issues on financial services marketing.	2
	The theoretical part of the lectures will be supplemented by practical applications - examples which explain the application of theory to practice. Besides the lectures, business cases and exercises (case studies), that will be distributed during the semester, will be studied and analyzed. Students will also have the opportunity to watch and comment on movies related to the subject.	1

	Total	5
ASSESSMENT METHODS	<p>I. End of semester formal examination (60%) comprising:</p> <ul style="list-style-type: none"> Multiple Choice tests or Short Answer Questions or Subject development questions. <p>II. Lab and/or project work(40%) comprising:</p> <ul style="list-style-type: none"> Case studies Watching and commenting movies <p>III. Optional research papers presentation and discussion (bonus 10%).</p>	

5. RESOURCES

- Recommended Book Resources:

- a. Λυμπερόπουλος Κωνσταντίνος(2006). Μάρκετινγκ Χρηματοπιστωτικών Υπηρεσιών. Εκδόσεις Interbooks.
- b. Clapp A. Bruce (2010). Μάρκετινγκ Χρηματοοικονομικών Υπηρεσιών. Εκδόσεις Ε.κ Δ. Ανικούλα., Ι. Αλεξίκος ΟΕ.
- c. Λυμπερόπουλος Κωνσταντίνος (1994). Στρατηγικό Τραπεζικό Μάρκετινγκ. Εκδόσεις Interbooks.
- d. Λυμπερόπουλος Κωνσταντίνος (2006). Η αγοραστική προσήλωση του Τραπεζικού πελάτη - Προϋποθέσεις,. Εκδόσεις Interbooks.
- e. Γούναρης Σπύρος (2011). Μάρκετινγκ Υπηρεσιών. Εκδόσεις Rosili
- f. Tina Harrison (2008). Financial Services Marketing. Financial Times/ Prentice Hall.
- g. Christine Ennew and Nigel Waite (2006). Financial Services Marketing: An international guide to principles and practice. A Butterworth-Heinemann Title; 1 edition.

- Recommended Article/Paper Resources:

- i. Zeithaml, Valarie A., A. Parasuraman and Leonard L. Berry, (1985). Problems and Strategies in Services Marketing. The Journal of Marketing, Vol. 49, No. 2, pp. 33-46.
- ii. URL:<http://areas.kenanflagler.unc.edu/marketing/facultystaff/zeithaml/selected%20publications/problems%20and%20strategies%20in%20services%20marketing.pdf>
- iii. Antreas D. Athanassopoulos, Nikos S. Labroukos, (1999) "Corporate customer behaviour towards financial services: empirical results from the emerging market of Greece", International Journal of Bank Marketing, Vol. 17 Iss: 6, pp.274 – 285. URL: <http://www.emeraldinsight.com/journals.htm?articleid=854990>
- iv.
- v.
- vi. Bitner, M. J. and Brown, S. W., (2008).The service imperative. Business

- Horizons, Vol. 5, No 1, pp.39-46. URL: <http://wpcarey.asu.edu/csl/upload/The-Service-Imperative-Bitner-and-Brown-6-07-submission.pdf>
- vii. Mosad Zineldin, (1995) "Bank-company interactions and relationships: some empirical evidence", International Journal of Bank Marketing, Vol. 13, No 2, pp.30 – 40. URL: <http://www.emeraldinsight.com/journals.htm?articleid=854868>
- viii. Mosad Zineldin, (1996) "Bank-corporate client “partnership” relationship: benefits and life cycle", International Journal of Bank Marketing, Vol. 14 Iss: 3, pp.14 – 22. URL: <http://www.emeraldinsight.com/journals.htm?articleid=854897>
- ix. Antony Beckett, Paul Hewer, Barry Howcroft, (2000) "An exposition of consumer behaviour in the financial services industry", International Journal of Bank Marketing, Vol. 18 Iss: 1, pp.15 – 26. URL: <http://www.emeraldinsight.com/journals.htm?articleid=854998>

Selection of articles from academic journals and websites as:

- x. Journal of Retailing and Consumer Services,
xi. Journal of International Financial Markets
xii. Journal of Banking & Finance,
xiii. Journal of Economic Behavior & Organization
xiv. www.sciencedirect.com
xv. www.marketingpower.com (American marketing Association)
xvi. www.hba.gr
xvii. www.bankofgreece.gr