

**The London Institute  
of Banking & Finance**

# Marketing in Financial Services



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**MODULE SPECIFICATION**

<b>1. Title</b>	<b>Marketing in Financial Services</b>	
<b>2. Start date</b>	2016	
<b>3. Level of module</b>	Level 4 FHEQ	
<b>4. Number of credits</b>	30 Credits	ECTS Value
		15
<b>5. Status</b>	<p>A compulsory module within:</p> <ul style="list-style-type: none"> <li>• BSc (Hons) in Banking Practice and Management (full-time)</li> </ul> <p>An optional module within:</p> <ul style="list-style-type: none"> <li>• Professional Certificate in Banking (PCertB®)</li> <li>• Professional Certificate in Financial Services (PCertFS®)</li> </ul>	
<b>6. Recommended prior modules</b>	<ul style="list-style-type: none"> <li>• N / A</li> </ul>	
<b>7. Programmes of study to which module contributes</b>	<ul style="list-style-type: none"> <li>• Professional Certificate in Banking (PCertB®)</li> <li>• Professional Certificate in Financial Services (PCertFS®)</li> <li>• BSc (Hons) in Banking Practice and Management (full-time)</li> </ul>	
<b>8. Campus / Partner</b>	N / A	
<b>9. Syllabus overview</b>	<p>The focus of this module is how financial services organisations identify, understand and meet the needs, expectations and aspirations of customers to ensure the effectiveness of an organisation's marketing effort.</p> <p>A key aspect is understanding the importance of being aware of changes in the marketplace (including the competitive landscape), which will have a significant impact on the customers of financial services organisations and the way the organisation interacts with them.</p> <p>The module introduces a range of marketing tools, techniques and concepts and examines how these can be used in practice. Focus is given to how financial services organisations employ marketing practices to ensure sustained and profitable growth in their business. Particular attention is paid to the importance of effective relationship marketing and the need for excellent customer service to support and underpin it.</p> <p>The syllabus topics have been chosen to provide relevant learning about the role of marketing as a core and significant component of management activity in organisations, and the importance of building effective relationships with, and providing excellent service, to customers.</p>	

**10. Intended subject specific learning outcomes and, as appropriate, their relationship to programme learning outcomes**

On completion of this module, students will be able (at an introductory level) to:

- a) demonstrate an understanding of marketing and its value and contribution to financial institutions;
- b) recognise the importance of understanding the needs of customers and building effective relationships with them;
- c) recognise the components of the marketing environment and their impact on marketing activities;
- d) understand the impact of competitors and the benefits of competitive advantage;
- e) demonstrate an understanding of segmentation, targeting and positioning as core marketing techniques;
- f) demonstrate an understanding of the application of an extended marketing mix in a financial services environment; and
- g) explain the underlying principles of relationship marketing and customer service and discuss what processes are needed if these principles are to be applied in practice.

These intended subject-specific learning outcomes contribute to the following programme learning outcomes:

- Professional Certificate in Banking: 01, 02, 03, 05, 06 and 08.
- Professional Certificate in Financial Services: A1, A3 and A4.
- BSc (Hons) in Banking Practice and Management (full-time): 01, 02, 03, 05, 06 and 07.

**11. Intended generic learning outcomes and, as appropriate, their relationship to programme learning outcomes**

On completion of this module, students will be able to demonstrate achievement of the following generic learning outcomes:

1. Critical thinking skills.
2. Ability to learn through reflection on practice and experience.
3. Ability to work with complex material.
4. Ability to analyse problems and identify appropriate solutions.
5. Ability to work and study independently and utilise resources effectively.
6. Communication and report-writing skills.

These intended generic learning outcomes contribute to the following programme learning outcomes:

- Professional Certificate in Banking: 01, 02, 03, 04, 05 and 06.
- Professional Certificate in Financial Services: B - D.
- BSc (Hons) in Banking Practice and Management (full-time): B - D.

## 12. Learning and teaching

### A. Learning hours

For a module of study worth 30 credits, the total expected study hours are 300 (ie ten hours per credit). The contact hours will depend upon the student's mode of study.

### B. Tuition support

#### Distance learning

Distance learning allows students to study independently within a clear framework, but at a pace that suits their personal circumstance's and study needs. Over their course of study (24 weeks), students will be provided with comprehensive learning materials, study guides and will be assigned to a subject specialist academic tutor to support their studies. Distance learners will have regular contact with their Academic Tutor and further practical support is available from The London Institute of Banking & Finance Student Services.

#### Flexible learning

Flexible learning allows distance learners to opt for three face-to-face workshops of approximately six hours each, evenly spread at appointed dates in each session (24 weeks).

#### Dispersed campuses

Dispersed campus students will have regular face-to-face sessions over each session of study. The timing will depend upon local timetabling arrangements (eg via evening classes)

#### Full-time students

Full-time students will study on a semester basis supported by their module lecturer. The weekly timetable will be advised at the start of the programme.

### C. Learning materials and learning outcomes

The learning and teaching strategy is designed to ensure that the students achieve the learning outcomes by the end of the module. The learning and teaching methods include formal lecture and tutorial (full-time), online learning support from an appointed lecturer (distance / flexible learning), private study of text and other supporting materials, a formal coursework assignment, informal exercises, (both individual and group-based), and pooling of experience and knowledge through class / forum and individual discussion. The assessment strategy is designed to achieve a balance between testing the student's skills of knowledge recall and understanding, and those of research and application.

### D. Reading

Students will be provided with a core text, as detailed below, but will also be expected to read and research the recommended reading on the course website. Lecturers may also recommend additional reading throughout the module.

#### Essential reading

- Roberts, V. (2012) *Marketing in Financial Services*. Canterbury: *ifs School of Finance*.

Each student will have access to the Virtual Learning Environment (VLE) and to *KnowledgeBank* learning resources (an electronic library service). A list of further readings relating to the syllabus, course work and end of course assignments can be found on the VLE.

It should be noted that due to the rapidly changing environment that encapsulates the financial services sector, the reading list above is indicative only. It is subject to review and update at the discretion of the module team. An up-to-date reading list is published in the student study guide issued at the commencement of the module.

### 13. Assessment

Component	Duration / length	Weighting
<b>Component 1</b> Multiple-choice objective test	60 minutes'	30%
<b>Component 2</b> Coursework	1,000 words including quotations and in-text citations	20%
<b>Component 3</b> End of course assignment	2,500 words including quotations and in-text citations	50%

#### Component 1: Multiple-choice objective test

This assessment will represent 30% of the overall module mark weighting and will take the form of a multiple-choice objective test of 60-minute duration and contain 40 questions. The test will be taken at an examination centre after approximately 10 weeks of study (part-time students) or approximately one-third of the way through the course (full-time students).

The pass mark for this component is 55% (22 marks from the 40 marks available).

This assessment will aim to test knowledge and understanding from the early learning in the module. The test will provide the opportunity for early feedback to the student about progress on the module. It will serve to identify areas requiring further development / revisiting.

This first assessment will focus on testing student's knowledge and understanding from learning outcomes 10(a) – 10(e) (syllabus areas 1 – 5). It will introduce the fundamental principles of marketing and the importance of understanding customers and building relationships with them. It will also explore the marketing environment and the need for legislation and regulation and look at the role of the extended marketing mix in a modern financial services organisation.

This knowledge and understanding will be built upon in later assessments to test students' ability to apply their knowledge (assessment component 2) and to analyse a situation (assessment component 3).

A scientific calculator may be used but it must not be programmable, nor have a wireless-communications capability, nor be capable of storing textual information. It must also not require a mains electricity supply. Calculators with any further functions are not allowed in the examination room.

#### Component 2: Coursework

The second assessment will represent 20% of the overall module mark weighting and should be submitted after approximately 16 weeks of study (part-time students) or half-way through the course (full-time students). It will take the form of a coursework assignment, allowing students to develop the skills of research and assignment writing and providing the opportunity for feedback from the lecturer. The assignment will comprise a maximum word limit of 1,000 words including quotations and in-text citations.

The pass mark for this component is 40% (8 marks from the 20 marks available).

The assignment will aim to assess students' knowledge of the different elements of the 7Ps / 4Cs of the marketing mix as well as their ability to apply their knowledge and understanding from learning outcome 10(f) (syllabus area 6) to a situation outlined in a brief scenario. This application of knowledge and understanding will be built upon in the final assessment to test student's ability to analyse a situation (assessment component 3).

#### Component 3: End of course assignment

The third assessment will represent 50% of the overall module mark weighting and will be submitted at the end of the period of study, intended to be within a period of 24 weeks (part-time students). The assessment will comprise an end of course assignment with a maximum word count of 2,500 words including quotations and in-text citations. It requires a student to draw upon knowledge and understanding from the entire module. Students will be required to analyse a business situation, usually involving relationship management and customer service (learning outcome 10(g); syllabus area 7), but not exclusively so, and demonstrate practical and up-to-date knowledge of the syllabus topics and suggest valid and effective ways to address the issues raised by the assignment.

The pass mark for this component is 40% (20 marks from the 50 marks available).

Students should be aware of the regulations governing the award of credit and the arrangements for compensation, condonement and the capping of marks. Students should also be aware of the regulations relating to the resitting of assessment components and / or the retaking of modules. This information is contained within The London Institute of Banking & Finance's General and Academic Regulations for Students sections 7, 8 and 9.

#### Module Grading

A student's module performance grade is determined by their overall weighted average percentage score in accordance with the following:

Distinction: 70% – 100%

Pass: 45% – 69%

## **14. Syllabus**

### **1. The nature of marketing**

- The basic principles of marketing and its importance and relevance to financial services organisations (FSOs).
- The strategic nature of marketing; the marketing concept and marketing orientation.
- Stakeholder theory and the six markets framework – appreciating the important groupings an FSO has to satisfy.

### **2. Customers**

- Customer buyer behaviour – the motivations behind consumer purchasing decisions.
- Key customer attributes that are of relevance to financial services sales and marketing (customer profiling).
- Customer value – the need for customer focus and customer satisfaction and methods of achieving these.

### **3. The marketing environment and how to assess it**

This section of the syllabus considers basic tools, techniques and models used to analyse the context within which a financial services organisation (FSO) operates. It considers:

- the micro environment – external to the FSO but partially within its sphere of influence;
- the macro environment – external and outside the FSOs' sphere of influence; and
- the internal environment – factors within the FSOs' own capabilities.

### **4. The competition and competitive advantage**

- The importance of, and approaches to undertaking regular assessments of the competitive environment.
- Obtaining and analysing competitor information.
- The benefits of achieving competitive advantage.

### **5. Segmentation, targeting and positioning**

- Definitions of the main terms and identification of key attributes.
- Methods of segmenting consumer markets.
- The need to develop target market and positioning strategies and the options available to support this.
- Identifying and prioritising business opportunities.

### **6. The extended marketing mix for services (the '7Ps' and '4Cs')**

This section of the syllabus considers the customer value proposition and how to deliver this by the optimal integration of the variables that make up the extended marketing mix, namely:

- Product
  - The management of the existing product portfolio.
  - The need for new product development.
  - Brands – how to build and maintain them.
- Price
  - Pricing methods in FSOs.
  - Pricing new products and services.
- Place – delivery channels
  - The importance and role of delivery channels within FSOs.
  - Emerging channel opportunities.
- Promotion
  - The concept of the communications mix.
  - Mass communication – advertising, PR, sponsorship, internet marketing and sales promotion.
  - Direct communication – direct marketing, personal selling.
- People
  - The vital role of employees within FSO's as 'people buy people' businesses.
- Process
  - Customer facing activities before, during and after the sale.
- Physical evidence
  - Consideration of the impression made by tangible items such as décor, etc.

## **7. Relationship marketing and customer service**

- The nature of relationship marketing.
- The importance of building relationships with key market domains.
- The relationship lifecycle.
- Managing the customer interface: contact strategies.
- The importance of service quality; service measurement and service-level agreements.
- Complaint handling.