



Course Specifications

Course Title:	Financial Marketing
Course Code:	MKT10707
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Albaha University

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A. Course Identification

1. Credit hours: 03
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
3. Level/year at which this course is offered: 7th Level / 4th Year
4. Pre-requisites for this course (if any): None
5. Co-requisites for this course (if any): None

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	42	95%
2	Blended	03	5%
3	E-learning	-	-
4	Distance learning	-	-
5	Other	-	-

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description: This course builds on key principles of marketing management and places them in the context of the Financial Services sector. There is a growing need for marketing professionals in the Financial Services sector and these professionals need to understand the sector from both strategic as well as tactical perspectives. This course will give students an overview of the marketing landscape in financial services. This course will explore how financial institutions develop an understanding of their target consumers to enable them to design appropriate products and services, and then how they market their products and services effectively.

2. Course Main Objective: The primary objective is to help students to provide an overview of the marketing landscape in financial services. Develop and expand knowledge in the overall marketing environment of Financial services; They will be understanding the key issues and future trends that surround financial services marketing, it will broaden their perspectives with suitable examples and cases.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Explain the importance and the challenges involved in marketing of financial services	K3
2	Skills:	
2.1	Develop strategies for effective marketing in the financial services industry	S1
2.3	Analyse opportunities in financial services sector by evaluating customers, competitors and the strengths and weaknesses of a company.	S3
3	Values:	
3.1	Use of information technology in financial marketing	V1
3.2	Prepare written work in Financial services context.	V2
3.3	Demonstrate teamwork and time management in resolving marketing issues	V3

C. Course Content

No	List of Topics	Contact Hours
1	The role, contribution, and context of financial services	6
2	The financial services marketplace: structures, products, and participants	6
3	Introduction to financial services marketing	6
4	The marketing environment	3
5	Strategic development and marketing planning	6
6	Internationalization and the characteristic of financial services	6
7	Consumer choice and financial services	6
8	Segmentation targeting and positioning	6
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explain the importance and the challenges involved in marketing of financial services	Lectures, Illustrative Examples	Exams Assignment
2.0	Skills		
2.1	Develop strategies for effective marketing in the financial services industry	Lectures, Problem solving Brainstorming	Exams Assignment Direct Questions
2.2	Analyse opportunities in financial services sector by evaluating customers, competitors and the strengths and weaknesses of a company.	Lectures Active Learning	Exams Quizzes Homework

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.0	Values		
3.1	Use of information technology in financial marketing	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations Case studies
3.2	Present written work for a Financial services context.	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations
3.3	Demonstrate teamwork and time management in resolving marketing issues	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations Case studies

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm exam	7	30
2	Assignments/ Homework/ Discussion	4 -10	10
3	Presentations (Individual/ Group)	12	10
4	Final Examination	16	50

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

Instructor will be available for student consultation and academic advice in his specified office hours.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Financial Services Marketing, An International Guide to Principles and Practice, Edition 3 rd , Christine T. Ennew and Nigel Waite
Essential References Materials	
Electronic Materials	
Other Learning Materials	Marketing Financial services Second Edition, Palgrave Macmillan ,Jillian Dawes Farquhar & Arthur Meidan

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom which can accommodate 40 students

Item	Resources
Technology Resources (AV, data show, Smart Board, software, etc.)	Smart Board, Data Show
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Projectors, Printers, scanners, etc.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course evaluation	Students	Survey questionnaire
Student experience evaluation	Students	Survey questionnaire
Instructors' Team evaluation	Team of instructors	Review meetings
External evaluation	Advisors / or experts	Course Files Review Samples of student's work reviewed by internal faculty
Quality review	Program Quality Committee CBA Academic Accreditation Unit	Course Files Review

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	Marketing Department Council
Reference No.	Ref:DMISEM27092020
Date	27/09/2020