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Course item:

1. INFORMATION ABOUT THE COURSE**A. Basic information**

Name of course	<i>Financial Services Marketing</i>
Study level	<i>first degree</i>
Unit running the study programme	<i>Faculty of Management, Department of Marketing and Regional Development</i>
Study programme	<i>Management</i>
Speciality	<i>Enterprise Management</i>
Name of teacher (s) and his academic degree	<i>Maciej Schulz, PhD.</i>
Introductory courses	<i>Marketing</i>
Prerequisites	<i>Basic knowledge of marketing</i>

B. Semester/week schedule of classes

Semester	Lectures	Classes	Laboratories	Project	Seminars	Field exercises	ECTS
summer	15				15		3

2. EFFECTS OF EDUCATION (acc. to National Qualifications Framework)

Knowledge	<i>On successful completion of the course student is supposed to know the nature, characteristics and specifics of financial services. It is also necessary to know the rules and methods of marketing management in a financial institution.</i>
Skills	<i>On successful completion of the course student is supposed to have the ability to assess market effects and risks in the environment of financial institutions as well as to plan marketing strategy for financial institutions.</i>
Competences	<i>On successful completion of the course student is supposed to be creative in searching the best solution in planning marketing strategies for financial institutions.</i>

3. TEACHING METHODS

multimedia lecture, multimedia presentations based on students' research on the chosen financial product

4. METHODS OF EXAMINATION

Exam. Defence of thesis included in multimedia presentations based on students' research on the chosen financial product

5. SCOPE

Lectures	<p>The lecture will discuss the following issues:</p> <ul style="list-style-type: none"> - The specific characteristics of services and their impact on the functioning of financial sector, - Trends in the development of individual financial markets, - Segmentation and placement of financial services, - Product strategies used in the financial services, - Quality management of financial services, - The essence of distribution strategy for financial services, - Location of institutions providing financial services, - Price strategies for financial services market, - The communication process on the financial services market,
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	- The role of personnel on the financial services market, - Internal marketing in the financial institution.
Classes	

6. LITERATURE

Basic literature	<ol style="list-style-type: none"> 1. <i>E. Ehrich, D. Fanelli, The financial services marketing. Handbook. Bloomberg 2012;</i> 2. <i>H. Estelami, Marketing financial services, Dog Ear Publishing 2012;</i> 3. <i>Ch. Ennew, N. Waite, Financial services marketing. An international guide to principles and practice, Routledge 2007;</i>
Supplementary literature	<ol style="list-style-type: none"> 1. <i>Journal of Financial Services Marketing – Springer – selected journals</i>