

# Global Learning Semesters

## Course Syllabus

Course: BANK-230 Marketing of Bank Services

Department: Accounting and Banking

Host Institution: Intercollege, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
BANK-230	Marketing of Bank Services	4
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	None
Department	Level of Course	Language of Instruction
Accounting and Banking	Lower Division	English

### Course Description

To understand:

- How to identify the needs of customer and match them against a suitable service
- The nature of the changing financial services market and the need for new services
- The different means of communication between banker and customer

### Prerequisites

None

### Topic Areas

1. Customer Services
2. Competitive Environment
3. Cost and Profitability
4. Basic Marketing
5. The Banker/Customer Interface

### Readings and Resources

#### Required Textbook

- D. Cox: Success in Elements of Banking (John Murray).

#### Recommended Reading

- P. Ford: Customer Services – Marketing and the Competitive Environment, (Pitman/CIB).
- J.R. Marsh: Managing Financial Services Marketing,(Pitman).
- Securities & Investment Board: The Background to Investor Protection, (SIB).