

Global Learning Semesters

Course Syllabus

Course: BANK-326 Marketing of Financial Services

Department: Accounting & Banking

Host Institution: Intercollege, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
BANK-326	Marketing of Financial Services	3
Semester Offered	Contact Hours	Prerequisites
Fall, Spring	42	None
Department	Level of Course	Language of Instruction
Accounting & Banking	Upper Division	English

Course Description

The course covers topics such as the basic marketing philosophy, the marketing mix, principles of marketing financial services, personal sales services, corporate sales services, sales interview, campaign selling, planning and connecting sales activity.

Instructor

Mr Costas Loizides

Course Aims and Objectives

To develop knowledge and understanding of marketing policies and principles, the application of marketing mix, the importance of customer services, and the features and benefits of personal and corporate services.

Teaching Methods

The course is delivered through a mixture of lectures, presentations, tutorials and practical exercises and assignments.

Course Teaching Hours

42 hours (24 hours lectures/presentations + 18 hours tutorials and practical exercises). The course is delivered during the Fall and Spring semesters in 14-weeks (3 hours/week).

Evaluation and Grading

Homework: 20%
Mid-Term: 30%
Final Exam: 50%

Readings and Resources

Required Textbook

Chartered Institute of Bankers (CIB), Marketing Sales Customer Services, 2004.