The Hashemite University	
Faculty of Economics and Administrative Sciences	
Offering Department	Banking and Financial Sciences
Module title / number	Marketing Financial Services/1802041327
Perquisite	Bank Management / 1802041325
Teaching staff	**Coordinator:** Maher Shurrab **Office location:** 344 - Economic Faculty **Phone: 00962**-53903333 – Ext. **4798** **E-mail**: maherm@hu.edu.jo **Office hours:** Sun., Tue., Thu. (10-11)
Course description	This course introduces the general concepts of bank services marketing, and the principles of strategic marketing planning. Also the course discusses the elements of marketing mix which include product improvement strategy and bank services analysis, pricing strategies, distribution methods and challenges, promotion strategy and salespersons role.
Aims	**COURSE OBJECTIVES:** The course aims to present the concepts of financial services marketing, with an emphasis on marketing mix which includes product, price, distribution, and promotion.
Intended learning outcomes (ILOs) Upon the completion of this module , students should be able to achieve the following:	
1- knowledge and understanding	
	1. Students should be able to discuss the concept of marketing and marketing Mix. 2. Understand the nature of bank services and how to develop new services. 3. Understand how pricing decisions are made. 4. Explain the distribution channel for bank services. 5. Explain the role of salespersons in promoting bank services.
2- Analytical and thinking skills	
	Students should have the ability to B1) Present written and/or oral reports using critical thinking, finance data, financial economic theory. B3) Comprehend and communicate data presented graphically and/or mathematically. B4) The ability to relate mathematical and statistical models to their assumptions and to the real world.
Teaching and learning methods	
	- There will be 3 hours lectures per week. Although the lectures cover the vast majority of the module material, students must make use of the textbooks extensively especially the empirical cases presented in the book.
Assessment methods	

Students will be assessed based on the following:

Exam	Day/Date	Time	Place	Weight
First exam	Thu. 06/03/2014	TBA		20%
Second Exam	Thu. 03/04/2014	TBA		20%
Class Activities	Every lecture			10%
Final Exam	To be assigned by the registrar office	TBA		50%

Academic Honesty	
	All the assignments and work submitted by the student should be his or her own. All actions of academic dishonesty including cheating, plagiarism or helping other students in such actions will be dealt with strictly according to the university regulations.
Main textbook(s) and additional readings	
	Marry Ann Pezzullo, (1998). Marketing Financial Services, American Bankers Association.

Online Resources	
	1) Hashemite University's Model e-learning system. Here you can find the power point slides presentation and others. You will need a username and password to be able to view the course materials. Username: , Password:

Detailed lecture schedule

Week:	**Material:**	**Needed Duration**	**Assignments**
Week 1-2	Ch. (1): Introduction to Marketing and key Marketing Concepts	6 hours	Questions 1- 5
Week 3-4	Ch. (2): Marketing Planning: the basics	6 hours	Questions 1-10
Week 5-6	Ch. (9): Product Strategy and New Product Development	5 hours	Questions 1-15
Week 6	First Exam	1 hour	
Week 7-8	Ch. (10): Pricing Strategy	6 hours	Questions 1-10
Week 9-10	Ch. (11): Distribution Strategy: Physical Distribution	6 hours	Questions 1-8
Week 11-12	Ch. (12): Promotion Strategy: Personal Selling	5 hours	
Week 12	Second Exam	1 hours	Questions 1-14
Week 12 - 13	Ch. (13): Promotion Strategy: Advertising and Sales Promotion	6 hours	Questions 1-9
Week 14-15	Ch. (20): Recent Trend	6 hours	End chapter's questions
Week 16	Final Exam		