

Lingnan University - Department of Marketing and International Business –  
M.Sc. in Marketing and International Business Programme

Course Title	:	Financial Services Marketing
Course Code	:	MIB606
No of Credits/Term	:	3 credits
Mode of Tuition	:	Sectional approach
Teaching Hours	:	42 hours / 3 hours per week
Category in Major Programme	:	Elective Course
Prerequisites(s)	:	Nil
Exemption Requirement(s)	:	Nil
Instructor	:	Dr. Jacky W. TANG
Office	:	SEK112/10

**Brief Course Description:**

Given the financial-infrastructure linkages between Hong Kong and mainland China, the role of marketing financial services is strategically important to future growth. This course not only provides students with an appreciation of concepts and techniques of managerial marketing management, but also offers an overview of industry trends, market opportunities and management challenges critical to business performance.

It ultimately aims to foster awareness that effective marketing in the sector will require marketers to go beyond the traditional marketing boundaries, understand the service-dominant marketing logic, and manage customers' service participation behaviour. Furthermore, the value-oriented marketing approach will be adopted for this subject to supplementing the traditional marketing perspective. This allows students to better understand customers and service firms' service behaviour and learn how to design effective marketing strategies that aim to integrate customers, suppliers and other partners into the service firm's marketing process.

**Aims:**

To develop a solid foundation of knowledge and skills in marketing financial services.

To become a more perceptive and effective executive and consumer through understanding the complexities of service design, delivery, communications, and value co-creation. This knowledge is crucial for building and managing sustainable financial service brands.

To develop a global perspective to interpret customers' service buying and consumption behavior and evaluate financial service firms' marketing and operation behavior.

**Learning Outcomes:**

1. Identify the special management issues and unique challenges involved in marketing and managing financial services in local and global market.

2. Understand the expectations of customers and know how to translate this knowledge into genuine value for customers.
3. Interpret service behaviour and service consumption in the light of service-dominant marketing logic and articulate the outcome to service marketing management.
4. Appreciate, modify, and/or extend new theories and concepts pertaining to explaining the characteristics of customers' purchasing and consumption behaviour of services and service firms' marketing behaviour in the financial services sector.
5. Develop, manage, and evaluate marketing strategies and plans for effective marketing of financial services.

### **Indicative Content:**

1. Conceptual understanding of the role of marketing in service organizations from new perspectives and a strategic vision.
2. A broadened marketing dynamic extends beyond traditional boundaries.
3. Strategic issues of services marketing in both local and international service contexts.
4. Impact of cultural and institutional factors on service behaviour of both customers and firms.
5. Developing and managing the customer-service function.
6. Discussion of service-dominant market logic and a review of the extant marketing theories related to various aspects of services marketing practices.
7. Management of customer loyalty and equity, and effective customer relationship strategies.
8. Service-dominant marketing logic, customer engagement and value co-creation behaviour.

### **Teaching Methods:**

Each class section will be a combination of lectures, interactive class discussions, and in-class activities. You are encouraged to complete assigned readings prior to class sessions. Co-operative learning methods are frequently used in this course. It has been repeatedly demonstrated that co-operative learning results in higher performance, increased critical thinking skills, positive relationships, deeper level understanding and etc.

### **Measurement of Learning Outcomes:**

1. The individual assignment requires students to apply knowledge and concepts learned from the course to interpret and analyze customers' behaviour, marketing issues and the strategies employed by the financial organizations (LO1, LO2, LO3, and LO4).

2. The group-based project and presentation require students to apply knowledge and concepts learned from the course to assess and analyze service marketing and marketing mix strategies. In addition, it requires students to review the case studies. Peer evaluation will be conducted to understand the level of participation and efforts each student spent in these group assignments (LO1, LO2, LO3, LO4, and LO5).
3. In-class discussion, case studies, and exercises require students to apply the concepts and theories into practice (LO1, LO2, LO3, LO4, and LO5).
4. A final examination will assess students' understanding of the extant theories pertaining to service-dominant marketing logic, service participation and value co-creation value, perceived value, generic characteristics of financial services and their potential impact on product and brand behaviour plus their implications for effective management of the marketing mix. (LO1, LO2, LO3, LO4, and LO5).

Specific assessment methods/tasks	Weighting	Course Intended Learning Outcomes to be assessed							
		1	2	3	4	5			
Individual Assignment	20%	√	√	√	√				
Group Project/Presentation	30%	√	√	√	√	√			
Class Participation	15%	√	√	√	√	√			
Final Examination	35%	√	√	√	√	√			
<b>TOTAL</b>	<b>100%</b>								

**Assessment:**

Academic dishonesty and plagiarism will automatically result in a failing grade. The final letter grade for the course is based on the following distribution:

<b>Continuous assessment</b>	<b>65%</b>
<i>Individual assignment</i>	20%
<i>Group-based report and presentation</i>	30%
<i>Class participation</i>	15%
<b>Final Examination</b>	<b>35%</b>
<b>Total</b>	<b>100%</b>

**1. Individual Assignment (20%)**

Students need to apply knowledge and concepts learned from the course to interpret and analyze financial services strategic issues, customers' behaviour, and the strategies employed by the financial organizations involved to handle, and consequently the behavioural and attitudinal responses from the markets and customers.

The assignment is **about 1,500 words**. The details of individual assignment will be released to students by the "individual assignment briefing" session.

## **2. Group-based Assignments (30%)**

Two components are set for group-based assignments:

Group presentation in **25-30 minutes**, and Group discussion report with **about 2,500 words**.

The class will form by groups, and each group will include 6 to 7 students. Each group is required to conduct the case study and analysis on an assigned case, by preparing a group presentation and submitting a case discussion group report. Cases are used for analysis and discussion may include the following domains:

A) Marketing case analysis:

It requires students to apply knowledge and concepts learned from the course to assess and analyze service marketing and marketing mix strategies.

B) Service experience and design:

It requires students to analyse the qualitative information pertaining to buying and consumption experience of financial services, and based on the analysed information to design a service that will meet and exceed target customers' expectations.

Peer evaluation will be conducted to understand the level of participation and efforts each student spent in these group-based assignments.

## **3. Class Participation (15%)**

Class activities such as individual/group class exercises are arranged to provide students the opportunity to share their ideas with the class. The design aims to make students more engaged in the topics and concepts being discussed in the class. Students will lose participation marks for low attendance, consistent lateness and disturbing behaviour.

## **4. Final Examination (35%)**

This 2-hour exam is designed to assess the students' grasp on key knowledge and concepts on the extant theories and techniques on service marketing and management behaviour and on customers' perception of service quality and service brands, plus service purchasing and consumption behaviour.

### **Required Readings:**

#### Text Book

Ennew, C. and Waite, N., (2013), *Financial Services Marketing: An International Guide to Principles and Practice*, 3rd edition (or 2nd edition), Routledge.

## **Recommended Readings:**

### Major References:

Estelami, H. (2012), *Marketing Financial services*, 2<sup>nd</sup> edition, Dog Ear Publishing

Adler, B. and Hoffman, R. (2012), *The Basic Book Of Marketing Financial Services-Ways* Pty Ltd. Australia

Erhlich, E. and Fanelli, D. (2012), *The Financial Services Marketing Handbook: Tactics and Techniques That Produce Results*, Bloomberg Financial.

Zeithaml, Valarie, Bitner, Mary J. and D. Gremler (2012), *Services Marketing: Integrating Customer Focus across the Firm*. 6<sup>th</sup> edition 1q3. McGraw-Hill.

### Scholarly Journals:

International Journal of Bank Marketing

Journal of Consumer Research

Journal of Financial Services Marketing

Journal of Marketing

Journal of Retailing and Consumer Services

Journal of Service Management

Journal of Services Marketing

Journal of Service Research

**MIB606 – Financial Services Marketing**  
**Course Schedule (2nd Term, 2021-22)**

<u>Week</u>	<u>Topics</u>	<u>Activities</u>	<u>Chapter</u>
Jan 19 (Wednesday)	Introduction 1. An overview of financial services	Course requirement discussion	1
Jan 26 (Wednesday)	2. Financial services markets	Case discussion <b>Group formation and group project briefing</b>	2, 3
Feb 16 (Wednesday)	3. Financial services products	Case discussion	-
Feb 23 (Wednesday)	4. Financial decisions and behavioral economics	Case discussion	6
Mar 2 (Wednesday)	5. Strategic market planning	Case discussion <b>Individual assignment briefing</b>	4, 5
Mar 9 (Wednesday)	6. Positioning and market segmentation	Group presentation (Group 1)	7
Mar 16 (Wednesday)	7. Pricing financial services	Group presentation (Group 2) <i>Group 1 report due</i>	12
Mar 23 (Wednesday)	8. Asset pricing and risk	Group presentation (Group 3) <i>Group 2 report due</i>	-
Mar 30 (Wednesday)	9. Distribution and Internationalization strategies	Group presentation (Group 4) <i>Group 3 report due</i>	13, 8
Apr 6 (Wednesday)	10. Customer relationship management and service delivery	Group presentation (Group 5) <i>Group 4 report due</i> <b>Individual assignment due (Submit on Apr 6)</b>	14, 15
Apr 13 (Wednesday)	11. Managing customer experience for financial services	Group presentation (Group 6) <i>Group 5 report due</i>	16
Apr 20 (Wednesday)	12. The internationalization of Renminbi (RMB)	<i>Group 6 report due</i> Debate: Internationalization of RMB	-
Apr 27 (Wednesday)	<b>Final exam briefing and chapter summary</b>	Course discussion	-
May 4 (Wednesday)	Revision	Revision	-