

University of Jordan	
Faculty of Business	
Department	Marketing
Program	Marketing BA
Module title / number	Financial Service Marketing- 1604336
Pre-requisite	Principle of Marketing
Module description	<p>This course aims at exploring the scientific concepts and essentials of Bank Service Marketing as a specialized marketing major within this context, the course offers an integrated comprehensive framework for the marketing operations in banks and which are distinguished from the marketing of goods and other services. In addition, some specialized topics in Bank Marketing , such as, bank service, the behavioral aspects in buying bank services, as well as bank marketing environment will be discussed . Furthermore, the basics of pricing, distributing, and promoting the bank services will also be discussed. Finally, the course will focus on the types of customers and the ways of dealing with them, as well as developing negotiation and banking skills for the students.</p>
Aims	<ol style="list-style-type: none"> 1. Appreciate the main characteristics of services marketing and develop a critical understanding of the nature of financial services offerings and the implications for marketing management 2. Identify trends in the theory and practice of marketing financial services 3. Review key legislation and codes of practice regarding the provision of financial services 4. Critically evaluate service recovery, relationship marketing and customer retention, distribution and new financial products development as practiced by financial service organizations 5. Understand the potential and limitations of alternative marketing paradigms in the context of financial services 6. Review the impact of new technologies on marketing practices 7. Question the need to revise and update marketing concepts 8. Consider the influence of E-Commerce on consumer behavior 9. Evaluate power issues in E-Commerce and the effects they may have on marketing planning. 10. Locate E-Commerce issues in a broader social framework

Intended learning outcomes (ILOs)											
1- knowledge and understanding											
	<ol style="list-style-type: none"> 1. <i>Ethics</i>: Each student will be able to define and describe ethical issues, cultural diversity and the need for socially responsible attitudes. 2. <i>Knowledge Accumulation</i> The student should gain additional knowledge in the subject matter (hopefully more advanced) over and above the knowledge accumulated from other prerequisite courses. Each student will be able to demonstrate an understanding the theory and applications of the subject matter 3. <i>Information</i>: Each student will be able to describe the use of information technology and the role of information resources in enhancing performance and research in this area. 										
2- analytical and thinking skills											
	<ol style="list-style-type: none"> 1. <i>Skill Development</i> : The student will gain new skills in the area of the course. The skills can be in equipment handling, use of tools, working with materials, design, etc.. 2. <i>Integrating Disciplines</i>: Each student will be able to describe the functional areas of the subject matter as well as the internal and external environments with a special focus on the unique environment of the university surroundings and the country, and be able to integrate this knowledge when assessing different situations. 3. <i>Communication</i>: Each student will be able to effectively communicate orally and in writing what he has learned in this area. 4. <i>Problem Solving</i>: Each student will be able demonstrate knowledge and problem-solving skills in addressing real-world situations 5. <i>Collaborative behavior and team work</i>: Each student will be able to demonstrate effective leadership styles, teamwork and collaborative behavior. 										
Teaching and learning methods											
	<u>Discussions and Power point</u>										
Assessment methods											
	Students are responsible for all material covered in class discussions. Exams must be taken on the scheduled day. I have the right to accept or reject your excuse if you chose not to attend the exam. <u>There are NO EXCEPTIONS.</u> If no make-up is taken, a zero will be given for the exam.										
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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																											
	Harrison, T. (1999) <i>Financial Services Marketing</i> , Pitman/FT, Management Series																										
Tentative lecture schedule																											
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- **This schedule is tentative and it is subjected to changes. You will be notified of any modifications / changes during the course of the semester.**
- **Details for the project will be provided in the first week of the class**