

FINANCIAL SERVICE MARKETING

1	Course Title:	FINANCIAL SERVICE MARKETING
2	Course Code:	FHPS022
3	Type of Course:	Optional
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	4
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	1.00
9	Practice (hour/week):	2.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. İSMAİL ÇAKMAK
15	Course Lecturers:	MYO'ların Yönetim Kurullarının Görevlendirdiği Öğretim Elemanları
16	Contact information of the Course Coordinator:	Öğr. Gör. İsmail ÇAKMAK B.U.Ü. Orhaneli Meslek Yüksekokulu 0 (224) 294 26 86 - 62424
17	Website:	
18	Objective of the Course:	The objective of the course is to make students aware of financial services, applications and techniques for marketing of these services.
19	Contribution of the Course to Professional Development:	Having the basic knowledge of the financial sector, which is among the career options of the student
20	Learning Outcomes:	
	1	Knowing financial services.
	2	Having information about services and features.
	3	Having information about service marketing.
	4	To be able to master the methods and techniques used in the marketing of financial services.
	5	Having information about the role of call centers on financial service marketing.
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21	Course Content:	
	Course Content:	
Week	Theoretical	Practice
1	Definition of service term and features of services	Service sector applications-1
2	Definition and features of financial services	Service sector applications-2
3	Definition of financial service marketing and related terms	Service sector applications-3

4	Consumer behavior in financial service marketing	Service sector applications-4
5	CRM in financial service marketing	Finance sector applications-1
6	Marketing strategies in financial services	Finance sector applications-2
7	Market segmentation, targeting and positioning in financial service marketing	Banking sector applications-1
8	Financial service marketing mix-product	Banking sector applications-2
9	Financial service marketing mix-price	Banking sector applications-3
10	Financial service marketing mix-place	Banking sector applications-4
11	Financial service marketing mix-promotion	Banking sector applications-5
12	Financial service marketing mix-physical evidence, process and people	Banking sector applications-6
13	Methods and techniques which used in financial service marketing	Insurance industry applications-1
14	Role and practices of call centers in financial service marketing	Insurance industry applications-2

22	Textbooks, References and/or Other Materials:	Marketing Financial Services, Arthur Meidan, Palgrave McMillan Presentations prepared by the instructor
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23	Assesment
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TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
Midterm Exam	1	40.00

Activites	Number	Duration (hour)	Total Work Load (hour)
Final Exam	1	0.00	0.00
Theoretical	14	1.00	14.00
Total	2	100.00	
Practicals/Labs	14	2.00	28.00
Self study and preparation	14	1.00	14.00
Homeworks	14	2.00	28.00
Projects	0	0.00	0.00
Total	100.00		
Field Studies	0	0.00	0.00
Measurement and Evaluation Techniques Used in the Course	1	1.00	1.00
Others	0	0.00	0.00

24 ECTS / WORK LOAD TABLE			
Final Exams	1	1.00	1.00
Total Work Load			86.00
Total work load/ 30 hr			2.87
ECTS Credit of the Course			3.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	5	2	5	1	1	1	1	1	1	1	2	1	1	1	3	1
ÖK2	5	2	5	1	1	1	1	1	1	1	2	1	1	1	3	1
ÖK3	5	2	5	1	1	1	1	1	1	1	2	1	1	1	3	1
ÖK4	4	5	5	4	3	4	1	1	1	2	2	1	1	1	2	1

ÖK5	3	5	5	4	2	5	1	2	2	3	2	1	2	3	3	1
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			