	FINANCIA	L SEF							
1	Course Title:	FINANC	IAL SERVICE MARKETING						
2	Course Code:	FHPS02	2						
3	Type of Course:	Optional							
4	Level of Course:	Short Cy	cle						
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 f	ace						
14	Course Coordinator:	Öğr. Gör	. İSMAİL ÇAKMAK						
15	Course Lecturers:	MYO'ları	n 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 amor 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.						
		6							
		7							
		8							
		9							
	Course Courter t	10							
21	Course Content:	0.0							
W/ook	Theoretical	CO	Practice						
vveek	Definition of service term and feature	as of	Practice Service sector applications-1						
	services								
2	Definition and features of financial se	ervices	Service sector applications-2						
3	Definition of financial service market related terms	ing and	Service sector applications-3						

4											ampliant									
		onsumer behavior in financial service harketing								Service sector applications-4										
5		RM in financial service marketing								Finance sector applications-1										
6	Marketir	arketing strategies in financial services								Finance sector applications-2										
7		arket segmentation, targeting and sitioning in financial service marketing								Banking sector applications-1										
8	Financia	-					-	Banking sector applications-2												
9	Financia	inancial service marketing mix-price									Banking sector applications-3									
10	Financia	Financial service marketing mix-place									Banking sector applications-4									
11	Financia	Financial service marketing mix-promotion									Banking sector applications-5									
12	Financia evidence			physi	cal	Bai	Banking sector applications-6													
13	Methods financial			ised i	n	Ins	uranc	e indus	stry app	lication	s-1									
14	Role and service r		f call	centers	s in fi	nancial	Ins	uranc	e indus	stry app	lication	s-2								
22	Textbooks, References and/or Other Materials:								Marketing Financial Services, Arthur Meidan, Palgrave McMillan Presentations prepared by the instructor											
23	Assesm	ent										· · , · · ·								
TERM L	EARNING	G ACTI	VITIES	;				WE	IGHT											
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	Practicals/Labs											2.00		28.00						
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Homew								1	14					28.00						
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LO: Learning Objectives PQ: Program Qualifications																
Contrib ution Level:	ow		2 low	3	3 Medium			4 High			5 Very High					