



RTU Course "Financial Service Marketing"

22113 Finanšu katedra

General data

Code	IUE703
Course title	Financial Service Marketing
Course status in the programme	Compulsory/Courses of Limited Choice
Course level	Post-graduate Studies
Course type	Academic
Field of study	Economics
Responsible instructor	Elīna Gaile-Sarkane
Volume of the course: parts and credits points	1 part, 3.0 Credit Points, 4.5 ECTS credits
Language of instruction	LV, EN
Possibility of distance learning	Not planned
Abstract	The study course is linked with other courses delivered in the first study semester and it is logical follow-up of the course "Contemporary Problems in Marketing and Strategic Management". The course is based on merging of theoretical and practical knowledge. That will stimulate to build students' understanding of particularities of financial service marketing. The subject has an integrating role and it consolidates the knowledge acquired within subjects "Contemporary Problems in Marketing and Strategic Management", "Corporate Finance", etc.
Goals and objectives of the course in terms of competences and skills	The course gives insight into activities and processes in a market what is oriented on the development of financial services, its promotion (boosting) in the market and fulfillment of goals of financial organization. The aim of the course is systematization and broadening of the knowledge in marketing and strategic management. After finishing the course students should be able to identify problematic situations concerning marketing and management questions in the organizations that deliver financial services, analyze the situation and find out maximum the best solution. Objectives: To understand a company as a part of economic system and market; To understand different aspects.
Structure and tasks of independent studies	Within acquisition of the subject individual assignments are planned, which include: -Individual studies of text books, special literature, regulations and legislation; -Solving of practical tasks (analysis of case studies); -Analysis of individual tasks and presentation of results in class. Individual studies: -To control the acquired knowledge and identify the topics and questions, which remained unclear; -To develop self-education skills; -To develop presentation skills.
Recommended literature	1. Apsītis G., Aščuks I.u.c. Vērtspapīru tirgus zinības. Otrais papildinātais izdevums. – Rīga: Jumava, 2006. – 222 lpp. (ISBN 9984-38-036-X) 2. Jēgere S. Finanšu pakalpojumu mārketinga - Rīga: Latvijas Komerčbanku asociācijas konsultāciju un mācību centrs, 2007. -274 lpp. (ISBN 9984-79-423-X) 3. Briede I. Banku finanšu pakalpojumi. Mācību līdzeklis. – Rīga: Turība, biznesa augstskola, 2004 – 123 lpp. 4. Dūdele A. Finanšu vadības pamati – Rīga: Rasa ABC, Banku augstskola, 2001 – 99. lpp. 5. Gaile-Sarkane E., Andersone I., Greitāne R. Situācijas un uzdevumi tirgzinībās. Otrais papildinātais izdevums. – R.: RTU izdevniecība, 2006. – 132 lpp. 6. Hooman Estelami. Marketing Financial Services - Dog Ear Publishing, 2007 – 355 pp. (ISBN 1-59858-189-9)
Course prerequisites	Acquisition of a subject requires preliminary knowledge in the following areas: Economic Theory, Entrepreneurship, Marketing.

Course outline

Theme	Hours
1. Introduction.	6
2. Financial market and instruments. Financial service.	6
3. Consumer behavior in financial market.	10
4. Development of financial services. Added value.	8
5. Standards for development of financial services.	6
6. Promotion of financial services.	12

Learning outcomes and assessment

Learning outcomes	Assessment methods
Students are able to identify and analyze different problem situations in financial service marketing.	Practical tasks connected with the development, analysis and control of service process maps. Test. Students will be evaluated positively if the correct answers constitute more than 70% from the total. Situations, case studies, simulations.

Students are able to apply generally known methods of consumer analysis and evaluation. Students are able to analyze data, evaluate it, to make well grounded decisions.	Test with theoretical and practical tasks. Students will be evaluated positively if the correct answers constitute more than 70% from the total.
Students are able to recommend new services and develop them. Students are able to identify factors that influence development of a service.	Case studies.
Students are able to determine quality standards of a service; individually find and analyze the needed standards, normative documents in the sphere of financial services.	Practical work in a class. Test with theoretical and practical tasks. Presentations.
Students are able to develop short and long term plan for promotion of financial service in a market. They are able to identify right channels for communication and plan how to use them.	Practical tasks conncted with the development, analysis and control of service process maps. Test. Students will be evaluated positively if the correct answers constitute more than 70% from the total. Situations, case studies, simulations.
Students are able to perform situation analysis applying theoretical knowledge, by solving practical tasks.	Final work including 3 parts: -Theoretical questions (30% of evaluation); -Tests (30% of evaluation) -Case studies (40% of evaluation) Final grade: 10 point system.

Study subject structure

Part	CP	ECTS	Hours per Week			Tests		
			Lectures	Practical	Lab.	Test	Exam	Work
1.	3.0	4.5	0.0	0.0	0.0		*	