

Academic Year: ( 2022 / 2023 )

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Department assigned to the subject: Business Administration Department

Coordinating teacher: DUQUE ZULUAGA, LOLA CRISTINA

Type: Electives ECTS Credits : 6.0

Year : Semester :

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Nothing.

## OBJECTIVES

- Students will know the main marketing principles and their application to services, in general, and to financial services in particular.
- Students will acquire knowledge about different tools and methodologies that allow them to evaluate marketing variables that are relevant for financial services.
- Students will obtain a current view of key concepts in financial services, such as internet distribution, relationship marketing programs and positioning practices.

## DESCRIPTION OF CONTENTS: PROGRAMME

This course will develop three main topics: first, central concepts of service marketing; second, it explains the application of these concepts to financial services, stressing subjects as service quality, satisfaction and profitable relationships; and third, stresses the more modern subjects, going beyond the 4 Ps.

The program is organized in the following sections:

- Service marketing. Services vs products. Servuction.
- Financial services marketing
- Marketing strategies in the financial sector. Profitable relationship management, satisfaction and loyalty.
- Service quality, management and models
- Consumer behavior in financial firms
- The financial sector customer: customer insights and advanced customer models
- The 4 Ps: Price y Product in the financial sector
- The 4 Ps: Place (distribution) and Promotion (communication) in the financial sector
- The other 3Ps: People (internal marketing) and Physical evidence
- The other 3Ps: Processes and service innovation methodology (design thinking, lean startup, agile)

## LEARNING ACTIVITIES AND METHODOLOGY

This course combines theoretical and practical knowledge. In the theoretical sessions, the key concepts of marketing and their application to the financial sector will be introduced. In the practical sessions, articles and cases exemplifying what was explained in class will be analyzed.

Students will acquire learning competences and attitudes through the lectures and by analyzing financial marketing cases and presenting them both individually and in groups.

- Students will consult the books of reference and will have the material prepared by the professor for this specific course.

- Articles and practical cases will be analyzed both in groups and individually; which allows students to improve their skills on diagnosis, evaluation, synthesis, as well as their writing and presentation abilities.

## ASSESSMENT SYSTEM

- |   |    |
|---|----|
| <b>% end-of-term-examination/test:</b>                                      | 50 |
| <b>% of continuous assessment (assignments, laboratory, practicals...):</b> | 50 |
- Final exam: 50% (There is a minimum grade of 4.5/10 requirement in order to sum up the practical grade)
  - Practical work: 50%
    - . Cases and articles analysis: 20%
    - . Work in group: 30%

\* The assessment system for the extraordinary call is broken down as follows. The most favorable grade for the student will be chosen among the following:

- a) 50% corresponds to the final exam of the contents of the subject and the other 50% corresponds to the practical work grade (continuous assessment)
- b) 100% Final exam

## BASIC BIBLIOGRAPHY

- Castelló Gestión comercial de servicios financieros, ESIC, 2007
- Eiglier, Langeard Servucción: Marketing de Servicios, McGrawHill, 1989
- Ennew, Watkins, Wright Marketing Financial Services, Butterworth Heinemann, 2000
- Hoffman, Bateson Fundamentos de Marketing de Servicios, Thomson, 2002
- Lovelock Services Marketing, Prentice Hall International, 1996
- Lovelock, Vandermerwe, Lewis Services Marketing, Prentice Hall Europe, 1999
- McGoldrick, Greenland Retailing of financial services, McGrawHill, 1994
- Meidan Marketing Financial Services, Macmillan, 1996
- Rivera Camino, Mas Hernández Marketing financiero: Estrategia y planes de acción para mercados complejos, ESIC, 2015
- Rust, Zahorik, Keiningham Service Marketing, Harper Collins, 1996
- Sebastián González Gestión bancaria: los nuevos retos en un entorno global, MacGraw-Hill, 2001
- Wirtz, Lovelock Services Marketing: People, Technology, Strategy, World Scientific, 2016
- Zeithaml Marketing de servicios: un enfoque de integración del cliente a la empresa, McGraw-Hill, 2002

## ADDITIONAL BIBLIOGRAPHY

- Berry, Parasuraman Marketing de Servicios: La calidad como meta, Gestion y Empresa-Parramón, 1993
- Huete, D'Andrea, Reynoso, Lovelock Administración de Servicios, Pearson-PrenticeHall, 2004
- Zeithaml, Parasuraman, Berry Delivering quality service : balancing customer perceptions and expectations, Free Press, 1990