

| COURSE: Financial and Service Marketing | | |
|---|-----------|--------------|
| DEGREE: Finance and Accounting | YEAR: 4th | TERM: Second |

| WEE | WEEKLY PROGRAMMING | | | | | | | | | | |
|-----|--------------------|---|--------------|-------------|--|--------------------------------|----------------|---|--|--|--|
| WEE | SESS | DESCRIPTION | GROUPS | | Special room | WEEKLY PROGRAMMING FOR STUDENT | | | | | |
| к | ION | | LECTU RES | SEMIN AR | for session (computer classroom, audio-visual classroom) | DESCRIPTION | CLASS HOURS | HOMEW ORK HOURS Maximu m 7 H | | | |
| 1 | 1 | Introduction to the course Marketing and the commercial function Strategic and tactical marketing | x | | | | 1,5 | | | | |
| 1 | 2 | PRACTICAL SESSION: Case/article analysis and/or presentations | | x | | | 1,5 | | | | |
| 2 | 3 | Service Marketing Services vs products Servuction | x | | | | 1,5 | | | | |
| 2 | 4 | PRACTICAL SESSION: Case/article analysis and/or presentations | | x | | | 1,5 | | | | |
| 3 | 5 | Financial services marketing | x | | | | 1,5 | | | | |
| 3 | 6 | PRACTICAL SESSION: Case/article analysis and/or presentations | | x | | | 1,5 | | | | |
| 4 | 7 | Marketing strategies in the financial sector | x | | | | 1,5 | | | | |

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|----|---|--|--|--|--|--|---|
| 8 | PRACTICAL SESSION: Case/article analysis and/or presentations | | х | | | 1,5 | |
| 9 | Service quality, management and models | x | | | | 1,5 | |
| 10 | PRACTICAL SESSION: Case/article analysis and/or presentations | | х | | | 1,5 | |
| 11 | Service quality, management and models (continued) | x | | | | 1,5 | |
| 12 | PRACTICAL SESSION: Case/article analysis and/or presentations | | х | | | 1,5 | |
| 13 | Consumer behavior in financial firms | x | | | | 1,5 | |
| 14 | PRACTICAL SESSION: Case/article analysis and/or presentations | | x | | | 1,5 | |
| 15 | Consumer behavior in financial firms (continued) | x | | | | 1,5 | |
| 16 | PRACTICAL SESSION: Case/article analysis and/or presentations | | х | | | 1,5 | |
| 17 | The financial services customer: relationship management, satisfaction and loyalty | x | | | | 1,5 | |
| 18 | PRACTICAL SESSION: Case/article analysis and/or presentations | | x | | | 1,5 | |
| 19 | The financial services customer: relationship management, satisfaction and loyalty (continued) | x | | | | 1,5 | |
| 20 | PRACTICAL SESSION: Case/article analysis and/or presentations | | x | | | 1,5 | |
| 21 | Key variables in marketing "The 4 Ps": Price, Product/Service, Place and Communication | x | | | | 1,5 | |
| | 9 10 11 12 13 14 14 15 16 17 18 18 19 20 | PRACTICAL SESSION: Case/article analysis and/or presentations 9 Service quality, management and models 10 PRACTICAL SESSION: Case/article analysis and/or presentations 11 Service quality, management and models (continued) 12 PRACTICAL SESSION: Case/article analysis and/or presentations 13 Consumer behavior in financial firms 14 PRACTICAL SESSION: Case/article analysis and/or presentations 15 Consumer behavior in financial firms (continued) 16 PRACTICAL SESSION: Case/article analysis and/or presentations 17 The financial services customer: relationship management, satisfaction and loyalty 18 PRACTICAL SESSION: Case/article analysis and/or presentations 19 The financial services customer: relationship management, satisfaction and loyalty (continued) 20 PRACTICAL SESSION: Case/article analysis and/or presentations 21 Key variables in marketing "The 4 Ps": | PRACTICAL SESSION: Case/article analysis and/or presentations X 9 Service quality, management and models X 10 PRACTICAL SESSION: Case/article analysis and/or presentations X 11 Service quality, management and models (continued) X 12 PRACTICAL SESSION: Case/article analysis and/or presentations X 13 Service quality, management and models (continued) X 14 PRACTICAL SESSION: Case/article analysis and/or presentations X 14 PRACTICAL SESSION: Case/article analysis and/or presentations X 15 Consumer behavior in financial firms (continued) X 16 PRACTICAL SESSION: Case/article analysis and/or presentations X 17 The financial services customer: relationship management, satisfaction and loyalty X 18 PRACTICAL SESSION: Case/article analysis and/or presentations X 19 The financial services customer: relationship management, satisfaction and loyalty (continued) X 20 PRACTICAL SESSION: Case/article analysis and/or presentations X 21 Key variables in marketing "The 4 Ps":: v v | PRACTICAL SESSION: Case/article analysis and/or presentations x 9 Service quality, management and models x 10 PRACTICAL SESSION: Case/article analysis and/or presentations x 11 Service quality, management and models (continued) x 12 PRACTICAL SESSION: Case/article analysis and/or presentations x 13 Service quality, management and models (continued) x 14 PRACTICAL SESSION: Case/article analysis and/or presentations x 14 PRACTICAL SESSION: Case/article analysis and/or presentations x 15 Consumer behavior in financial firms (continued) x 16 PRACTICAL SESSION: Case/article analysis and/or presentations x 17 The financial services customer: relationship management, satisfaction and loyalty x 18 PRACTICAL SESSION: Case/article analysis and/or presentations x 19 The financial services customer: relationship management, satisfaction and loyalty (continued) x 20 PRACTICAL SESSION: Case/article analysis and/or presentations x 21 Key variables in marketing "The 4 Ps":: x | PRACTICAL SESSION: Case/article analysis and/or presentations x 9 Service quality, management and models x 10 PRACTICAL SESSION: Case/article analysis and/or presentations X 11 Service quality, management and models (continued) X 12 PRACTICAL SESSION: Case/article analysis and/or presentations X 13 Service quality, management and models (continued) X 14 PRACTICAL SESSION: Case/article analysis and/or presentations X 14 PRACTICAL SESSION: Case/article analysis and/or presentations X 14 PRACTICAL SESSION: Case/article analysis and/or presentations X 15 Consumer behavior in financial firms (continued) X 16 PRACTICAL SESSION: Case/article analysis and/or presentations X 17 The financial services customer: relationship management, satisfaction and loyalty X 18 PRACTICAL SESSION: Case/article analysis and/or presentations X 19 The financial services customer: relationship management, satisfaction and loyalty (continued) X 20 PRACTICAL SESSION: Case/article analysis and/or presentations X 21 Key variables in marketing "The 4 Ps": X | PRACTICAL SESSION: Case/article analysis and/or presentations I I I PRACTICAL SESSION: Case/article analysis and/or presentations I I Image: Ima | PRACTICAL SESSION: Case/article analysis and/or presentations x x 9 Service quality, management and models x x 10 PRACTICAL SESSION: Case/article analysis and/or presentations 1x x 11 Service quality, management and models (continued) X X 1 12 PRACTICAL SESSION: Case/article analysis and/or presentations 1x X 1 13 Service quality, management and models (continued) X X 1 14 PRACTICAL SESSION: Case/article analysis and/or presentations X X 1 13 Consumer behavior in financial firms X X 1 1 14 PRACTICAL SESSION: Case/article analysis and/or presentations X X 1 1 15 Consumer behavior in financial firms (continued) X X 1 1 15 Consumer behavior in financial firms (continued) X X 1 1 16 PRACTICAL SESSION: Case/article analysis and/or presentations X X 1 1 16 PRACTICAL SESSION: Case/article analysis and/or presentations X X 1 1 17 The financial services customer: relationship management, satisfaction and loyalty (continued) X |

| 11 | 22 | PRACTICAL SESSION: Case/article analysis and/or presentations | | х | | | 1,5 | |
|-----------|-----|---|---|---|--|--|-------------------|-----------------------|
| 12 | 23 | Key topics on Place / Distribution | х | | | | 1,5 | |
| 12 | 24 | PRACTICAL SESSION: Case/article analysis and/or presentations | | х | | | 1,5 | |
| 13 | 25 | Key topics on Communication | х | | | | 1,5 | |
| 13 | 26 | PRACTICAL SESSION: Case/article analysis and/or presentations | | х | | | 1,5 | |
| 14 | 27 | The other Ps | х | | | | 1,5 | |
| 14 | 28 | PRACTICAL SESSION: Concluding session and review of learning outcomes | | х | | | 1,5 | |
| SUBTO | TAL | | | | | | <mark>42 +</mark> | <mark>68 = 110</mark> |
| 15 | | Tutorials, handing in, etc | | | | | | |
| 16- 18 | | Assessment | | | | | 3 | |
| TOTAL | | | | | | | | 150 |