

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				

		1		1			
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, 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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