



<b>COURSE: Financial and Service Marketing</b>		
<b>DEGREE: Finance and Accounting</b>	<b>YEAR: 4th</b>	<b>TERM: Second</b>

<b>WEEKLY PROGRAMMING</b>								
WEEK	SESSION	DESCRIPTION	GROUPS		Special room for session (computer classroom, audio-visual classroom...)	WEEKLY PROGRAMMING FOR STUDENT		
			LECTURES	SEMINAR		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS Maximum 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	

4	8	PRACTICAL SESSION: Case/article analysis and/or presentations		X			1,5	
5	9	Service quality, management and models	X				1,5	
5	10	PRACTICAL SESSION: Case/article analysis and/or presentations		X			1,5	
6	11	Service quality, management and models (continued)	X				1,5	
6	12	PRACTICAL SESSION: Case/article analysis and/or presentations		X			1,5	
7	13	Consumer behavior in financial firms	X				1,5	
7	14	PRACTICAL SESSION: Case/article analysis and/or presentations		X			1,5	
8	15	Consumer behavior in financial firms (continued)	X				1,5	
8	16	PRACTICAL SESSION: Case/article analysis and/or presentations		X			1,5	
9	17	The financial services customer: relationship management, satisfaction and loyalty	X				1,5	
9	18	PRACTICAL SESSION: Case/article analysis and/or presentations		X			1,5	
10	19	The financial services customer: relationship management, satisfaction and loyalty (continued)	X				1,5	
10	20	PRACTICAL SESSION: Case/article analysis and/or presentations		X			1,5	
11	21	Key variables in marketing "The 4 Ps": Price, Product/Service, Place and Communication	X				1,5	

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