

In a competitive demand-driven environment, an understanding of sales and marketing is crucial to success. This subject examines the key elements of sales and marketing within the financial services environment, with a focus on market evaluation, strategy, customer acquisition, delivery channels, customer relationship management and legal compliance.

## Learning outcomes

At the completion of this subject students should be able to:

- Describe the marketing and sales functions in a financial services organisation
- Analyse the relationship between marketing and sales in the context of a financial services organisation
- Align marketing and sales strategy with corporate objectives
- Design a marketing plan for a financial services organisation
- Apply buyer behaviour models to marketing and sales communication
- Compare and contrast various approaches to market segmentation
- Assess the different promotional activities used by financial institutions to acquire customers
- Evaluate product or service distribution channels for the purposes of marketing and sales promotion and communication
- Manage customer relationships in financial services
- Explain legal compliance issues in financial services marketing and sales
- Measure the effectiveness of sales and marketing activities in financial services

## Subject content

- An introduction to marketing
- An introduction to sales
- The financial services customer
- Marketing and sales strategy
- Acquiring customers
- Making the most of channels
- Managing customer relationships
- Legal compliance and ethics in marketing and sales
- The bottom line – measuring the effectiveness of marketing and sales

## Assessment

Assessment Type	Assessed	Weighting
Assignment	Week 6	50%
Examination	Week 12	50%

## Delivery method

Kaplan's delivery is primarily through distance education, supported by comprehensive print and online resources. Students will have access to subject notes, pre-recorded lectures, an online subject room, practitioner led discussion forums, online exercises, library and further resources.

## Pre-requisites

Students enrolling in a Masters level elective subject are assumed to have the pre-requisite knowledge in the four core subjects ([FIN111](#), [FIN112](#), [FIN113](#) and [FIN114](#)). This requirement can be waived where students are studying one or more core subjects concurrently with an elective, or they are studying single subjects and are not enrolled for the Masters, Graduate Diploma or Graduate Certificate courses. Students enrolling into an elective subject without having completed all core subjects should ensure that they have, or have access to, the pre-requisite or assumed knowledge required for successful completion of the elective subject. For further information on pre-requisite study contact a student adviser.

## Workload

This subject requires approximately 120 hours of student effort (11-12 hours per week). This includes time spent on activities such as: Reading and review of course notes and other reading material, attending or listening to live or pre-recorded lectures, participating in e-learning activities, and assessment preparation and review.

## Reading list

The following list of references provides the student with key and additional reading material.

### Prescribed text

There are no prescribed texts for this subject.

### Additional readings:

Ennew, C and Waite, N 2007, *Financial services marketing: an international guide to principles and practice*, Butterworth-Heinemann, ISBN 9780750669979

Ehrlich, E and Fanelli D 2004, *The financial services marketing handbook: tactics and techniques that produce results*, Bloomberg Press. ISBN 9781576601563

Harrison, T 2000, *Financial services marketing*, Prentice-Hall. ISBN 9780273632979

Jobber, D & Lancaster, G 2009, *Selling and sales management*, 8<sup>th</sup> ed., Prentice-Hall. ISBN 9780273720652

Kotler, P et al. 2008, *Principles of marketing*, 4th ed., Prentice-Hall. ISBN 9781442500419