



## Subject Outline

# **FPE012 Marketing for Financial Planning Practices**

## Section 1 — General information

### 1.1 Administrative details

Duration	Credit points	Level
One study period (12 weeks)	6	AQF9

### 1.2 Core or elective subject

This is an elective subject for the Master of Financial Planning.

### 1.3 Delivery mode

This subject is delivered online.

### 1.4 Prerequisites

There are no prerequisites for this subject. However please review the 'Assumed knowledge' section below to understand the prior knowledge Kaplan advises you should hold before enrolling in this subject.

### 1.5 Assumed knowledge

Whilst there are no prerequisites for this subject, Kaplan assumes that students have completed FPC009 Complex Financial Planning, or understand the content covered in this subject, prior to undertaking FPE012 Marketing for Financial Planning Practices.

### 1.6 Course transition subject equivalence

Students may not be required to complete this subject if they have transitioned from a SIA/Finsia/Kaplan course and have completed the following subjects:

- there are no equivalences for this subject.

### 1.7 Work integrated learning

There are no placements, internships or work experience requirements associated with undertaking this subject.

### 1.8 Other resource requirements

Students do not require access to specialist facilities and/or equipment to undertake this subject.



## Section 2 — Academic details

### 2.1 Subject overview

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This subject focuses on the design and implementation of a Strategic Marketing Plan to maintain and attract clients. It examines consumer and buyer behaviour models, channel management, promotion and pricing models. The subject allows students to assess the effectiveness of sales and marketing activities in a financial planning practice. Students will follow a fictitious case study, to apply their understanding of the above concepts, by preparing a strategic marketing plan for a financial planning practice.

### 2.2 Subject learning outcomes

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On successful completion of this subject, students should be able to:

1. Review the marketing and sales functions in a financial planning context.
2. Design a marketing plan and sales plan for a financial planning practice.
3. Examine different buyer behaviour models with respect to the various market segmentation approaches.
4. Apply the different promotional and communication activities used by financial planners to acquire customers and manage customer relationships.
5. Evaluate product or service distribution channels for the purposes of marketing and sales promotion and communication
6. Determine legal compliance and ethical conduct in financial planning services, marketing and sales.
7. Judge the effectiveness of sales and marketing activities in a financial planning practice.

## 2.3 Topic learning outcomes

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### Topic 1: Marketing — The basics

On successful completion of this topic, students should be able to:

- understand each individual's role as a 'marketer' within an organisation
- define marketing and explain its place in business strategy
- describe how trends in the external environment affect an organisation's marketing strategy and activities
- identify the components of the marketing mix and demonstrate how to effectively develop and
- implement these components in the context of a financial services firm.

### Topic 2: Segmentation, targeting and positioning

On successful completion of this topic, students should be able to:

- identify the different models for segmenting the market into potential client groups
- apply a segmentation model to identify a target client group for a financial services firm
- evaluate the target clients and determine their positioning.

### Topic 3: Predicting and managing behaviour

On successful completion of this topic, students should be able to:

- identify factors affecting buyer behaviour
- apply different approaches to B2C and B2B buyers
- identify trigger points for their target client group
- identify their emotional intelligence strengths and weaknesses
- list the key skills that a successful negotiator needs
- analyse the emotions that drive investment decisions
- develop a list of questions that can be used to uncover client needs.

### Topic 4: Digital marketing

On completing this topic, students should be able to:

- confidently understand why Digital Marketing is important to business success
- be comfortable with where the key components of social media, email and web-site marketing underpin and strengthen the client relationship
- understand the importance of developing specific strategies using digital marketing which will give the best chance of gaining long-term competitive advantage
- be clear about the key legal and ethical issues confronting businesses operating in the digital world.

### Topic 5: Branded advice environment

On successful completion of this topic, students should be able to:

- define a 'brand' for their product offering and associated services
- select a brand equity model to measure the impact of an aspect of their marketing strategy.

## Topic 6: Developing a strategic marketing plan

On successful completion of this topic, students should be able to:

- understand the key steps to follow in a typical strategic marketing planning process
- design a strategic marketing plan
- describe the main components of an effective sales plan
- explain key measurement criteria that can be applied to evaluate the basic effects of marketing and sales activities
- use specific marketing metrics
- apply different ways of measuring brand equity.

## Topic 7: Defining the advice offer

On successful completion of this topic, students should be able to:

- define the advice offer that they propose to address their revenue objective
- analyse the processes and people involved in the delivery of advice
- implement strategies to embed the advice offer within the practice.

## Topic 8: Channel management

On successful completion of this topic, students should be able to:

- describe three generic channel options
- describe at least four specific channels used in financial services
- assess the advantages and disadvantages of particular channels in relation to a financial services firm's marketing and sales objectives
- assess the place and value of online virtual channels in channel strategy
- determine the most appropriate channel for promotion and distribution to achieve one of their business objectives.

## Topic 9: Promotion

On successful completion of this topic, students should be able to:

- compare different advertising strategies used by financial services firms to acquire customers
- compare different types of direct marketing used by financial services firms to acquire customers
- compare other promotional activities used by financial services firms to acquire customers
- design an integrated customer acquisition program to achieve one of their business objectives.

## Topic 10: Pricing your advice offer

On successful completion of this topic, students should be able to:

- define the methodology they will use to determine their price
- analyse the cost of their strategy (best/worst/likely)
- estimate the cost of the promotion.



## 2.4 Assessment schedule

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Assessment	Description	Week	Topics	Weighting	Subject learning outcomes assessed
Exam	Multiple-choice exam	Week 6	1–6	50%	LO1–LO7
Assignment	Strategic marketing plan	Week 12	1–10	50%	LO1–LO7

Please refer to our website <[www.kaplanprofessional.edu.au](http://www.kaplanprofessional.edu.au)> to review student policies relating to your assessment, including the *Kaplan Assessment Policy* and *Academic Integrity and Conduct Policy*.

## 2.5 Prescribed text

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There is no prescribed text for this subject. Students are provided with key readings and access to Kaplan's online databases. Students are encouraged to research and read widely on the topic.



## 2.6 Study plan

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Week(s)	Topic name	Study load in hours
1	Topic 1: Marketing — The basics	10
2	Topic 2: Segmentation, targeting and positioning	10
3	Topic 3: Predicting and managing behaviour	10
4	Topic 4: Digital marketing	10
	Topic 5: Brand advice environment	10
5	Topic 6: Developing a strategic marketing plan	10
6	<b>Exam (Weighting 50%)</b>	5
7	Topic 7: Defining the advice offer	10
8	Topic 8: Channel management	5
9	Topic 9: Promotion	10
10	Topic 10: Pricing your advice offer	10
11–12	Assignment preparation <b>Assignment (Weighting: 50%)</b>	20
<b>Total minimum study load</b>		<b>120 hours</b>

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Additional study hours (if required), dependent on knowledge and personal commitments	60 hours
<b>Total study load, including additional study hours</b>	<b>180 hours</b>