

NAME OF THE COURSE		MARKETING OF FINANCIAL INSTITUTIONS				
Code	EUBD17	Year of study	1th			
Course teacher	Mario Pepur, PhD, Associate Professor Goran Dedić, PhD, Assistant Professor	Credits (ECTS)	5			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Optional	Percentage of application of e-learning	30%			
COURSE DESCRIPTION						
Course objectives	The main object of the course is to ensure the acquisition of skills and competences for understanding and conducting marketing activities in the context of financial services marketing.					
Course enrolment requirements and entry competences required for the course	Prerequisites for enrolment are stipulated by the Statute of the Faculty of Economics and the Rulebook on Study and Study					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p><b>Learning outcomes:</b> Generate insight into extremely important theoretical and practical marketing activities in the specific context of financial services marketing.</p> <p><b>Individual learning outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Critically evaluate the application of marketing theories in the financial services market;</li> <li>2. Identify the challenges faced by financial service providers;</li> <li>3. Generate knowledge of the decision-making process in the use of financial services;</li> <li>4. Make new financial services or new service packages;</li> <li>5. Continue to propose a strategic marketing plan for a specific financial institution.</li> </ol>					
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Tutorial			
	Topic	No of hr	Topic	No of hr		
	Introductory remarks; Financial institutions and their role in the economy	2	Arrangement on the method, exam, rights and obligations of students. Creating teams to work on exercises.	2		
	The challenges of marketing financial services	2	Case study aligned with the topic of the lecture.	2		
	The consumer decision process in financial services	2	Case study aligned with the topic of the lecture	2		
	Moodle quiz 1					
	Categories of financial products and services	2	Case study aligned with the topic of the lecture	2		
	Pricing	2	Case study aligned with the topic of the lecture	2		
	Moodle quiz 2					
	Advertising	2	Case study aligned with the topic of the lecture	2		
	Distribution	2	Online hosting of practice experts Preparing students for project assignments	2		
<b>Midterm exam I</b>						

	New product introduction in financial services markets	2	<b>Task I:</b> Valuate financial products and create new solutions to existing financial products (presentation) I			2
	Moodle quiz 3					
	Segmenting financial services markets	2	<b>Task I:</b> Valuate financial products and create new solutions to existing financial products (presentation) II			2
	Customer satisfaction with financial services	2	Case study aligned with the topic of the lecture			2
	Moodle quiz 4					
	Strategic market planning in financial services	2	Case study aligned with the topic of the lecture Preparing students for project assignments			2
	Regulations governing financial services marketing	2	<b>Task II:</b> Create a strategic marketing plan proposal (presentation) I			2
	B2B financial service marketing	2	<b>Task II:</b> Create a strategic marketing plan proposal (presentation) II			2
	<b>Midterm exam II</b>					
Format of instruction	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work			<input checked="" type="checkbox"/> independent assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input checked="" type="checkbox"/> guest lecturer from practice		
Student responsibilities	The student is required to actively participate in lectures and exercises and achieve at least 50% attendance in all forms of teaching (25% for part-time students). Active participation is considered that the student has done a minimum of 50% of activities within the lecture and a minimum of 60% of activities within exercises (7 case studies and mandatory 2 presentations of required project tasks that students solve in groups). The condition for taking the exam is a signature.					
Screening student work ( <i>name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course</i> )	Class attendance	2	Research		Practical training	
	Experimental work		Report		Assay	
	Essay		Seminar essay		(Other)	
	Tests	2	Oral exam	1*	(Other)	
	Written exam	1*	Project	1	(Other)	
Grading and evaluating student work in class and at the final exam	<p>During the semester, written exams will be conducted through two midterm exams. The student is required to achieve a minimum of 50% from each of the two midterm exams. If a student passes both midterm exams, he is not obliged to take the oral exam. If the student is not satisfied with the grade achieved at the midterm exams, he is entitled to the oral part of the exam for a higher grade. The total grade includes weighted grades obtained from the midterm exams (80%) and grades for group work on two project assignments (20%).</p> <p>The thresholds and appropriate grades:</p>					

	<p>0-49 inadequate (1)  50-65 sufficient (2)  66-75 good (3)  76-85 very good (4)  86-100 excellent (5)</p> <p>The exam is deemed to be passed if the student is:</p> <ul style="list-style-type: none"> <li>- achieved a passing grade from all written tests of knowledge (at least 50% of two midterm exams);</li> <li>- actively participated in the processing and discussions related to business cases;</li> <li>- actively participated in presentations of project tasks that were evaluated positively;</li> </ul> <p>If a student does not meet the written exams during the semester, he or she is required to take the final exam. The final exam can be organized in a written and oral way. The student is required to achieve a minimum of 55% of the written part of the exam, which entitles him to take the oral part of the exam. The final grade in this case consists of the grade of project assignments (10%) and the grade of the written part of the exam (40%) and the oral part of the exam (50%).</p>		
Required literature (available in the library and via other media)	<b>Title</b>	<b>Number of copies in the library</b>	<b>Availability via other media</b>
	1. Estelami, H.: Marketing Financial Services, Dog Ear Publishing, 2012.	5	
	2. Authorized teaching materials on Moodle's course pages	0	Moodle
Optional literature (at the time of submission of study programme proposal)	<p>3. Harrison, T.: Financial Services Marketing, Pearson Education Limited, 2000.  4. Ehrlich, E. and Fanelli, D.: The financial services marketing (handbook), Bloomberg, 2012.</p> <p>Other sources:  Croatian National Bank (<a href="https://www.hnb.hr/">https://www.hnb.hr/</a>)  Business cases and news from the Bank portal (<a href="http://www.banka.hr">www.banka.hr</a>)  Business cases and news from the portal / magazine Poslovni dnevnik (<a href="http://www.poslovni.hr">www.poslovni.hr</a>)  Business cases and news from the portal Lider (<a href="http://www.liderpress.hr">www.liderpress.hr</a>)  The Central Bureau of Statistics of the Republic of Croatia (<a href="http://www.dzs.hr">www.dzs.hr</a>)</p>		
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> <li>• Monitoring the attendance and execution of other student obligations (teacher)</li> <li>• Teaching Supervision (Vice dean)</li> <li>• Analysis of the success of studies in all subject studies (Vice dean)</li> <li>• Student Survey on the Quality of Teachers and Teaching for Each Subject Study (UNIST, Centre for Quality Improvement)</li> <li>• The examination conducted by the subject teacher examines all learning outcomes of the subject. Periodic examination of the content of the exam is conducted on the basis of which the appropriateness of the method of checking the learning outcomes (Vice dean)</li> </ul>		
Other (as the proposer wishes to add)			