



# ÇANKAYA UNIVERSITY

## Çankaya Vocational Training School

### Course Definition Form

#### Part I. Basic Course Information

<b>Department Name</b> <i>Use capital letters only</i>	BANKING AND INSURANCE	<b>Dept. Numeric Code</b>	4   5
<b>Course Code</b>	Dept. Code+Course No B   A   I   2   2   5	<b>Number of weekly lecture hours</b>	3
		<b>Number of weekly lab/tutorial hours</b>	0
<b>Course Web Site</b> <i>Use capital letters only</i>		<b>ECTS Credit</b>	0   4
		<b>Number of Credit Hours</b>	3

#### Course Name

*This information will appear in the printed catalogs and on the web online catalog.*

**English Name** *maximum 40 characters*

Marketing for Banking and Insurance

**Abbreviated English Name** *maximum 15 characters*

Mrk.Bnk.Ins.

**Turkish Name** *maximum 40 characters*

Banka ve Sigorta Pazarlaması

**Abbreviated Turkish Name** *maximum 15 characters*

Bnk.Sig.Paz.

<b>Prerequisites</b> (if any) <i>Give course codes and check all that are applicable.</i>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
	<input type="checkbox"/> Consent of the Instructor <input type="checkbox"/> Senior Standing	<input type="checkbox"/> Give others, if any.	<input type="text"/>	
<b>Co-requisites</b> (if any)	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
<b>Course Type</b> <i>Check all that are applicable</i>				
<input checked="" type="checkbox"/> Must course for Dept. <input type="checkbox"/> Must course for other dept(s) <input type="checkbox"/> Elective course for Dept. <input type="checkbox"/> Elective course for other dept(s)				

**Part II. Detailed Course Information****Justification for the proposal** *Maximum 80 words*

This course is necessary to provide students with fundamental knowledge based on marketing techniques and principles adapted for banking and insurance.

**Course Description**

*Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.*

The course will introduce undergraduate students to the main theoretical frameworks about marketing subjects. We will review the marketing in daily life, service marketing elements, application of the marketing concepts, updated methods and techniques in the banking and insurance industry, pros and cons of the service industry, promotion and field selling.

**Course Objectives**

*Explain the aims of the course. Maximum 100 words.*

This course mainly covers; the concept and definition of service marketing, common characteristics of banking and insurance marketing, importance of service concept in daily life, services and marketing mix elements, applications of marketing functions with the requirements of service organizations like banking and insurance, application of marketing concepts, methods and techniques in the service industries, uses and limitation of various promotional forces such as advertising, field selling, merchandising and sales promotion in the service industries.

**Learning Outcomes**

*Explain the learning outcomes of the course. Maximum 10 items.*

Understanding of marketing of financial services, principles, marketing of banking services, market analysis, market features, marketing targets, market segmentation principles, marketing variables in banking services, marketing at consumer banking, institutional marketing at banks, direct marketing techniques, insurance marketing, importance of marketing at insurance sector, marketing planning, new product and price development, promotion policy, advertising, distribution channels, direct selling, agency and brokers.

**Course Outline**

*List the topics covered within each week.*

Week	Topic(s)
1	New Perspectives on Marketing in the Service Economy
2	Developing Service Products: Core and Supplementary Elements
3	Challenges of Marketing Financial Products
4	Consumer Behavior in a Banking and Insurance Context
5	The Consumer Decision Process in Financial Services
6	Promoting Services and Educating Customers
7	Designing and Managing Service Processes
8	Marketing of Banking and Insurance Products
9	Training Marketing Employee
10	Essentials of Bank Marketing
11	Understanding Relationship Marketing
12	Strategic Market Planning in Financial Services
13	Complaint Handling and Service Recovery
14	Improving Service Quality and Productivity

<b>Textbook(s)</b> <i>List the textbook(s), if any, and other related main course materials.</i>				
Author(s)	Title	Publisher	Publication Year	ISBN
Hooman Estelami	Marketing Financial Services	Dog Ear Publishing, LLC	2012	978-1457507748
Ashish Barua,	Insurance Marketing: Selling Insurance Successfully	LAP LAMBERT Academic Publishing	2011	978-3844324907

<b>Teaching Policy</b> <i>Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)</i>
There will be two mid-term examination and two quizzes which are counted as class participation. In addition to these responsibilities, the students who are taking this class are responsible from homework and other assignments.

<b>Grading Policy</b> <i>List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.</i>								
Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Quiz	3	%10						
Homework	2	%10						
Midterm	2	%35						
Final Exam	1	%45						

<b>ECTS Workload</b> <i>List all the activities considered under the ECTS.</i>			
Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures ( <i>weekly basis</i> )	14	3	42
Preparation beforehand and finalizing of notes ( <i>weekly basis</i> )	8	1	14
Collection and selection of relevant material ( <i>once</i> )	1	1	1
Self study of relevant material ( <i>weekly basis</i> )	14	1	14
Homework assignments	2	2	4
Preparation for Quizzes	3	3	9
Preparation for Midterm Exams ( <i>including the duration of the exams</i> )	2	5	10
Preparation of Term Paper/Case Study Report ( <i>including oral presentation</i> )	2	3	6
Preparation of Term Project/Field Study Report ( <i>including oral presentation</i> )	-	-	-
Preparation for Final Exam ( <i>including the duration of the exam</i> )	1	10	10
<b>TOTAL WORKLOAD</b>			<b>110</b>
<b>TOTAL WORKLOAD / 25</b>			<b>4</b>
<b>ECTS Credit</b>			<b>4</b>

<b>Program Qualifications vs. Course's Learning Outcomes</b>						
<i>Consider the below program qualifications determined in terms of learning outcomes of all the courses in the curriculum and capabilities. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right..</i>						
No	Program Qualifications (Specific to each program)	Contribution				
		0	1	2	3	4
BAI-1	Be able to monitor and analyze the dynamics of banking and financial markets.				x	
BAI-2	Be able to utilize the basic knowledge that obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of Banking and Insurance in accordance with the requirements of the globalized business environment.					x
BAI-3	Be able to identify and analyze the validity of theories related to the banking and insurance and their relationships with current conditions.				x	
BAI-4	Have a good knowledge of the regulations and legislation underpinning the financial markets and institutions.					x
BAI-5	Be able to use quantitative techniques and methods that are predominantly used in banking and insurance.		x			
BAI-6	Be able to use the theoretical and practical knowledge obtained in his/her field in analyzing and evaluating data.		x			
BAI-7	Be able to construct, analyze and interpret financial and economic models			x		
BAI-8	Be able to understand and evaluate the problems in baking and insurance and to discuss and express his/her opinions clearly.				x	
BAI-9	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.					x
BAI-10	To maintain scientific, social, and ethical standards when collecting, interpreting, and disseminating financial information, and in application of financial ideas.				x	
BAI-11	Be able to know the mechanism how the banking sector works in the global economy.				x	
BAI-12	Be able to have the practical implications of the insurance policy in financial sector.			x		

Contribution Scale to a Qualification: 0-None, 1-Little, 2-Medium, 3-Considerable, 4-Largest