

THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT

COURSE UNIT DESCRIPTION

Course Unit Title	MARKETING IN FINANCIAL SERVICES	
Course Unit Code	FB560	
Type of Unit	Elective	
Level of Course Unit	Second cycle	
Year of Study	First / second year	
Number of ECTS Credits	6 ECTS	
Course Unit Objectives	Understand the nature of the marketing function and its application in the service industries and its importance in the development and implementation of an effective marketing strategy.	
Learning Outcomes	On completion of this course students are expected to:	
	CILO 1	Describe and discuss the role of marketing and its importance in the successful implementation of a company's strategy
	CILO 2	Describe the concepts of the marketing mix and their application in formulating a marketing strategy
	CILO 3	Explain the usefulness of the effective application of segmentation, targeting and positioning in a company's strategy
	CILO 4	Explain the importance of market research and product development in promoting products and services
	CILO 5	Explain the importance of communication and branding in the promotion of services
	CILO 6	Explain the importance of customer service in the distribution and delivery of services
Name of Lecturer(s)	Dr. Olga Kandinskaia; Mr. Christodoulos Proestos	
Mode of delivery	Face to Face	
Prerequisites or corequisites	None	
Course Content	The role of marketing and the marketing characteristics of Services	CILO 1
	Product life cycle and diffusion of innovation	CILO 1
	Marketing mix	CILO 1, 2
	Market segmentation, targeting and positioning	CILO 2, 3
	Marketing strategy	CILO 2,3,4,5, 6
	Market research and product development	CILO 1, 2, 4,5
	Communication and branding	CILO 4, 5
	<u>Distribution and Delivery and Customer Service</u>	CILO 2,5,6

Recommended or required reading	<i>Principles of marketing</i> - Kotler & Armstrong <i>Global content marketing</i> - Pam Didner <i>The new rules of marketing and PR</i> – David Mirman Scott <i>Marketing management</i> - Philip Kotler <i>Positioning</i> - Al Ries & Jack Trout
Planned learning activities and teaching methods	Lectures; in-class discussion and case studies; in-class workshops
Assessment methods and criteria	In-class participation (20%) and Assignment (80%)
Language of Instruction	English
Work Placement(s)	Not applicable