

**Course Number:** BA 2140

**Course Title:** Financial Services Marketing

**Course Description:**

This course will study the impact of marketing on the financial services industry. An international comprehension of the complexity of the financial services industry and the issues involved in selecting a target market will be analyzed. An international and strategic approach to examining the private sector will be utilized. The course will identify various ways in which a variety of financial services can be classified and retained. An examination of the understanding the role of positioning in communicating the value proposition will also be examined.

**Prerequisites:** BA 2500.

**Credit hours:** 3

**Learning Outcomes:**

Upon the successful completion of this course, students will be able to:

1. Synthesize data from a range of sources (i.e. internet, business press and library. to explain and critique theory and practice.
2. Conduct a critique of the contextual limitations of marketing theory, concepts and models.
3. Develop a critical appreciation of the key trends and current practices in the financial services marketing sector.
4. Critically reflect and apply theoretical knowledge to generate innovative ideas and recommendations for real-life situations.
5. Understand international guidelines to principles and practices of financial services marketing.

*College of Professional Studies*  
**BA 2140 Financial Services Marketing**  
**Online Course Syllabus**

**Instructor Information**

Please see Professor Profile at the Blackboard instructional site.

**Course Schedule**

Please see Course Schedule in the Course Syllabus area of the Blackboard instructional site.

**Online Course Policies**

All of the online courses taken by students are required to follow the policies posted online at <http://online.indianatech.edu/tech-policies/policies/>. Please review the posted policies carefully. If you are unable to abide by the policies listed, please contact the Warrior Information Network (WIN) at 888.832.4742 and request to withdraw from this course.

**Textbook**

Clapp, B. (2009). *Marketing financial services—Building a better bank: Strategies for implementing a marketing process* (catalog #3005302 ed.). Washington, D.C.: American Bankers Association.

**Grading Events & Grading Criteria**

**Unless otherwise specified, all assignments must be submitted via Blackboard.**

Course Preparation Quiz 10 points

- See attached guidelines and requirements in module one of the course

Discussion Board Participation 20 points

- Full credit requires both an initial post and a response to another students post. Initial post by student should be made by the date specified in the schedule. Secondary post should then be made responding to another students original post by end of module week.

On Line Exams Modules One – Four 180 points

- Exams are multiple choice non timed tests. They are due by midnight on the dates specified in the schedule. Exams vary in number of questions due to size of module material. #1 – 50 points, # 2 - 35 points, #3 – 45 points, #4 – 50 points. Questions.

Final Case Study Paper 100 points

- See attached guidelines and requirements in module five of the course.

Total Points 310

## Grading Scale

The following grading scale will be used to assign a grade at the end of the course:

| Percentage Achieved | Grade | Percentage Achieved | Grade | Percentage Achieved | Grade |
|---------------------|-------|---------------------|-------|---------------------|-------|
| 93% or above        | A     | 80% or above        | B-    | 70% or above        | C-    |
| 90% or above        | A-    | 77% or above        | C+    | 60% or above        | D     |
| 87% or above        | B+    | 73% or above        | C     | Below 60%           | F     |
| 83% or above        | B     |                     |       |                     |       |

## Late Assignments

All assignments and required online activities are due according to the deadline listed in the course schedule. Granting deadline extension is the course instructor's autonomy.

## Incompletes

If you are unable to complete the requirements for this course due to extenuating circumstances, an Incomplete grade (I) may be granted if you meet the general guidelines stated below.

General Guidelines for submitting a course incomplete request:

- More than 50% of the course session has elapsed.
- The student has encountered an unexpected situation that is beyond his or her control.
- The student is
  - in good academic standing -- up-to-date on all of the course assignments and has at least an overall passing grade,
  - able to complete all of the remaining coursework within a session (5 weeks for a undergraduate course and 6 weeks for a graduate course) that immediately follows the session the student is currently enrolled, and
  - able to provide support documentations to substantiate the need for extra time should a session is not enough to complete the course requirements.

If an Incomplete is granted, the instructor will set a deadline for all work to be completed. **The deadline cannot go past one (1) session.** All incomplete grades and deadlines are subject to approval by the designated university authority.

## Course Related Communication

Online courses are conducted in an accelerated format. Timely communication is very important. When receiving emails from your classmates or instructor, please respond as soon as you can.

Students are REQUIRED to use their Indiana Tech email account for all course related communication. The most direct, and effective, way to email your course instructor, and classmates, is by using the Send Email function from the Blackboard course site. When you use the Send Email function, you automatically receive a carbon copy of the email you sent. In the event when you need to substantiate your claim that you did email your classmates or instructor, you can show that carbon copy to the person(s) who requested it.

Please note that Blackboard only permits you to send email, it does not provide you with the check email function. All of the emails your classmates and instructor sent to you will be delivered to your Indiana Tech email account. You are strongly encouraged to check your Indiana Tech email account regularly, preferably several times a week, to minimize the likelihood of miscommunication.

The University policy requires each online course instructor to respond to a student's email within 24 hours. Unless there is an extraneous situation that prevents the instructor from following this rule, you can expect to hear from the instructor within 24 hours. If you don't receive a reply within 24 hours, please do not hesitate to follow up with another email or forward the carbon copy of the email you sent to [OnlineSupport@IndianaTech.edu](mailto:OnlineSupport@IndianaTech.edu) with a note "Please help. It's been 24 hours and I have not heard from my instructor" and the University support staff will act on your behalf to contact your course instructor.