

## Master of European and International Private Banking

Course Title: **Risk Management in Banking and Insurance**  
Contact Hours: 20  
ECTS Credits: 3

Instructor: Mr. Richard Cawley  
*Associate Professor*

### ➤ **DESCRIPTION AND LEARNING OBJECTIVES OF THE COURSE**

- to understand the scope, aims, objectives ,main techniques and key relationships in the marketing of banking/insurance
- to learn and apply techniques of analysis as integral to effective marketing decision-making
- to explore marketing decisions in context

### ➤ **TOPICS OF EACH SESSION OR SUMMARY OF THE COURSE**

- S1 Some recent drivers of banking and insurance. Scope, and frameworks used in marketing services. Application of stakeholders marketing techniques
- S2 The Marketing of Retail Banking: The financial services environment. Segmenting and targeting the customer. Market sensing
- S3 The Marketing of Retail Banking: Value creation, communication and delivery: an IT and KM perspective. Marketing Mix and managing risk elements
- S4 Business and cross-cultural relationships: critical appreciation of approaches to understanding. key constructs .Internal (B2E) marketing: significance, issues and corporate culture. Ethical aspects
- S5 Marketing Strategy: Planning directing ,organizing, communicating, controlling/monitoring matter, inter-relationships and metrics

### ➤ **EVALUATION AND GRADING**

<b>THE BRIEF WAS ADDRESSED (All areas attempted, linkages and depth)</b>	<b>10%</b>
<b>EVIDENCE and EXTENT OF RESEARCH (e.g. correct use of terminology, theory, constructs)</b>	<b>40%</b>
<b>LOGICAL SEQUENCING AND ARGUMENT</b>	<b>30%</b>
<b><u>PRESENTATION:</u></b>	
<b>(A) Correct and complete referencing</b>	<b>10%</b>
<b>(B) Readability, orderliness</b>	<b>10%</b>

## **ASSESSMENT**

An individual project to be handed in by email attachment to [cawleyr@regents.ac.uk](mailto:cawleyr@regents.ac.uk) before 30 March 2013. A detailed project brief will be provided at Session 1.

Each student will select a banking/insurance organization for whom s/he will formulate a Marketing Appraisal of a maximum of 2500 words –excluding appendices and bibliography (No foot-, or end- notes please) The document will comprise 4 sections

- a) Rough notes as a Marketing Audit . Here customer and customer relationship mapping techniques and matrices (such as a power-interest matrix, for example) are very useful. An understanding of market drivers and techniques for understanding demand and relating the chosen organization's competences and profile to market opportunities. **THESE ROUGH NOTES MUST APPEAR, AS SUCH, AS AN APPENDIX A** between Section 4 and the Bibliography.. Maximum 1500 words ( NB This is NOT included in the document word count). This is to be the only Appendix- excluding any interview transcript (optional).
- b) Section 1:Situational Analysis  
The above rough notes are 'edited' down (and ordered and tidied) to no more than 1000 words.
- c) Section 2: Two potential target markets are to be considered-one for B2C marketing, another for B2B marketing. How (the needs/wants/expectations of) each of these segments separately can be understood in depth, is shown.  
c. 500 words
- d) Section 3: Marketing Strategy : The text must communicate alternatives (matrices and theoretical frameworks can help reduce word count here).and then argue the case for a selected strategy for each of the two markets identified in Section 2. Key mix decisions are identified, and the rationale for choices made clear  
c. 500 words
- e) Section 4: Managing the marketing effort: What needs to be managed and how ? Relational, risk and informational aspects are likely to be included  
c. 500 words

The completed document is to have value both in terms of showing learning on the module- and from subsequent reading and research - and also as having practical/managerial value. While you are applying theory to a live case, you are demonstrating a Masters' level of analysis and criticality. Presentation should ensure a clear left margin and 4 lines between each section.

➤ **BIBLIOGRAPHY**

Required/Highly recommended:

\*Farquhar JD and Meidan A (2010) Marketing Financial Services 2<sup>nd</sup> Ed. Palgrave Macmillan S, Hants, UK ISBN 978-0-230-20118-7

Support

\*Ehrlich E and Fanelli D (2011) The Financial Services Marketing Handbook 2<sup>nd</sup> Ed. Wiley, NJ ISBN 1-118-06571-6

\*Verma H (2011) Services Marketing-Text and Cases ISBN 978-81-317-5447-4

\*Yunus M (2012) -(interview with- on [www.hbr.org/2012/12](http://www.hbr.org/2012/12)

\*Youtube: The Caring Capitalist (video 14 mins.) and comment on <http://integralmusings.wordpress.com>