

UNIUNEA EUROPEANĂ



GOUVERNUL ROMÂNIEI



Fondul Social European  
POSDRU 2007-2013



Instrumente Structurale  
2007-2013



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UNIVERSITATEA DE VEST  
DIN TIMIȘOARA

**Investește în oameni!**

Investește în oamenii!

Proiect cofinanțat din Fondul Social European prin Programul Operațional Sectorial Dezvoltarea Resurselor Umane 2007- 2013

## COURSE SYLLABUS

### 1. Information about the programme:

1.1 Institution of higher education	WEST UNIVERSITY OF TIMISOARA
1.2 Faculty / Department	FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION
1.3 Department of	MARKETING AND INTERNATIONAL ECONOMIC RELATIONS
1.4 Area of study	FINANCE
1.5 Level of studies	BACHELOR STUDIES
1.6 Training / qualification	FINANCE AND BANKING

### 2. Discipline data:

2.1 Course title	<b>BANK MARKETING FB1FB2223</b>						
2.2 Course titular	Assoc. Prof. ADAM Ciprian PhD						
2.3 Workshop activities titular	Lect. PREDA Gheorghe PhD						
2.4 Year of study	II	2.5 Semester	2	2.6 Type of assessment	Ex	2.7 Type of subject matter	E

### 3. Total estimated time (hours of teaching per semester):

3.1 Number of hours per week	3	3.2 course	2	3.3 workshops	1
3.4 Total hours in the curriculum	42	3.5 course	28	3.6 workshops	14
<b>Distribution of time:</b>					<b>hours</b>
Study based on Instructions, course materials, bibliography and notes					17
Additional documentation library, specialized electronic platforms / field					3
Training seminars / laboratories, homework, essays, portfolios and essays					10
Tutoring					
Examinations					3
Other activities.....					



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3.7 Total hours of private study	33
3.8 Total hours per semester	75
3.9 Number of credits	3

### 4. Prerequisites (where applicable)

4.1 of curriculum	•
4.2 of skills	•

### 5. Conditions (where applicable)

5.1 of the course	<ul style="list-style-type: none"> <li>Classroom equipped with projector and projection screen</li> <li>Students` attendance for the course activities –50%.</li> </ul>
5.2 to lead seminar / laboratory	<ul style="list-style-type: none"> <li>Students` attendance for the seminar activities –70%.</li> </ul>

### 6. Specific skills acquired

Professional skills	<p><b>C3 Performing economic and financial tasks in private or public entities/organizations</b></p> <ul style="list-style-type: none"> <li>C3.1 Description of economic and financial activities performed in private or public entities/organizations</li> <li>C3.2 Explaining the economic and financial activities performed in private or public entities/organizations</li> </ul>
	<p><b>ABILITIES</b></p> <ul style="list-style-type: none"> <li>C3.3 To apply the knowledge, methods, techniques and instruments for several financial and economic assignments</li> <li>C3.4 To use various indicators to assess different economic or financial activities</li> <li>C3.5 To work on a study on economic or financial activities</li> </ul>

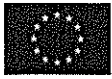
### 7. Course objectives (based on the grid of the skills acquired)

7.1 The overall objective of discipline	<ul style="list-style-type: none"> <li>Understand the importance and role of banking Marketing</li> <li>Knowledge and understanding of basic concepts used in marketing and marketing services bank (the differences between products and services, triangle services specific bank marketing, quality, value and satisfaction,</li> </ul>
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	segmentation, competition, expanded marketing mix - 7P in banks) • Explain the theoretical concepts through multiple examples of the banking market in Romania and internationally
7.2 The specific objectives	<ul style="list-style-type: none"> <li>• Emphasis on analysis based on case studies illustrating practical situations banking market in Romania and internationally</li> <li>• Presentation states the use of environmental analysis tools (SWOT analysis), customers (Porter analysis) and the product portfolio (BCG analysis)</li> <li>• Adapt tools used internationally depending on the specific market in Romania</li> <li>• Development of market research, the marketing plans and promotion for banking and financial services sector or in projects for final exam or by activities conducted in seminars</li> </ul>

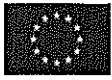
## 8. Contents

8.1 Course	Teaching methods	Comments
1. Content, features and marketing development in banking. Key concepts in marketing of banking services	Exposure-debate	Week 1: 2 hours
2. Specific bank market products and services	Exposure-debate Case study	Week 2: 2 hours
3. Segmentation of banking market	Exposure-debate Case study	Week 3: 2 hours
4. Marketing relationships in the banking sector. Building perceived value, customer satisfaction and loyalty in banking.	Exposure-debate Case study	Week 4: 2 hours
5. Purchasing and consumer behavior in banking sector	Exposure-debate Case study	Week 5: 2 hours
6. The differentiation and positioning of the products and banking services. Strategy and marketing plan in	Exposure-debate Case study	Week 6: 2 hours



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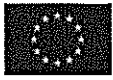
banking		
7. Charging in the banking sector. Distribution of banking products and services	Exposure-debate Case study	Week 7: 2 hours
8. Integrated marketing communication in banking. Advertising campaign management, public relations and promotional campaign management in the offline	Exposure-debate	Week 8: 2 hours
9. Advertising, public relations and social media online. Inbound marketing, viral marketing, online marketing through partnerships	Exposure-debate Case study	Week 9, 10: 4 hours
10. Personal selling in the banking sector. Principles of selling	Exposure-debate Case study	Week 11, 12: 4 hours
11. Management of marketing activities in the banking sector. Measuring performance marketing banking products and services	Exposure-debate Case study	Week 13, 14: 4 hours
<b>Bibliography:</b>		
<ol style="list-style-type: none"> <li>1. Adam, C., Marketing financiar-bancar, Editura Mirton, Timișoara, 2007</li> <li>2. Badoc, M., Marketing management pur les sociétés financières (banques, sociétés d'assurances), Éditions d'Organisations, Paris, 1995.</li> <li>3. Ehrlich, E., Fanelli, D., The Financial Services Marketing Handbook: Tactics and Techniques that Produce Results, Bloomberg Ltd., 2004.</li> <li>4. Estelami, H., Marketing Financial Services, Dog Ear Publishing Ltd., 2007.</li> <li>5. Gurău, C., "Online banking in transition economies: the implementation and development of online banking systems in Romania", International Journal of Bank Marketing, Vol. 20 No. 6, 2002.</li> <li>6. Hoffman, K.D., Bateson, J.E.G., Essentials of services marketing, The Dryden Press, 1997.</li> <li>7. Lenskold, J.D., Marketing ROI: The Path to Campaign, Customer, and Corporate Profitability, McGraw-Hill, 2003.</li> </ol>		



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8. Lovelock, C., Services Marketing. People, technology, strategy, Prentice Hall, 2001.
9. Vaglio, N., Clapp, B., Shift Happens: The New Age of Bank Marketing: How Changing Lifestyles And Customer Experience Are Challenging Bank Marketers, 2008.
10. Zeithaml, V., Bitner, M.J., Services marketing. Integrating customer focus across the firm, McGraw-Hill, Inc., 2000.

8.2. Seminar / lab	Teaching methods	Comments
1. Sources of information of banking market	Case study	Week 1: 1 hour
2. The typical bank customers in Romania	Case study	Week 1: 1 hour
3. Competitive Strategies in banks	Debate	Week 3: 2 hours
4. Adapting the supply of banking and financial services	Case study	Week 5: 2 hours
5. Negotiation techniques in discussions with bank customers	Role play	Week 7: 2 hours
6. Advantages of communication campaigns on Facebook for a bank	Debate	Week 9: 2 hours
7. Promotion plan in banking sector	Case study	Week 11: 2 hours
8. Setting the promotion budget in banking sector	Debate	Week 13: 2 hours

### Bibliography:

11. Adam, C., Marketing financiar-bancar, Editura Mirton, Timișoara, 2007
12. Badoc, M., Marketing management pur les sociétés financières (banques, sociétés d'assurances), Éditions d'Organisations, Paris, 1995.
13. Ehrlich, E., Fanelli, D., The Financial Services Marketing Handbook: Tactics and Techniques that Produce Results, Bloomberg Ltd., 2004.
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20. Zeithaml, V., Bitner, M.J., Services marketing. Integrating customer focus across the firm, McGraw-Hill, Inc., 2000.

### 9. Corroboration of the course contents with the epistemic expectations of the community representative, professional associations and representative employers of the programme itself.

- Students will know the essential concepts of marketing used by companies in the services sector and will be able to start using specific tools for real customers, allowing them to immediately apply the concepts covered in lecture and seminar

### 10. Evaluation:

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final mark
10.4 Course	1. The degree to which students understand the concepts studied	Written exam	10%
	2. Extent to which students understand the usefulness of knowledge gained in marketing organizations. Ability to interpret and solve various situations related to customer behavior and marketing organizations	Written exam	50%
10.5 Workshop	1. Involvement in seminar activities throughout the semester 2. Evaluation tests	Oral evaluation	10%
		Written tests	30%
10.6 Minimum performance standards			
<ul style="list-style-type: none"> <li>Filter Questions covering fundamental concepts of marketing, without which the exam can not be promoted (examples: marketing mix, extended mix marketing strategy positioning).</li> <li>The final exam (written) contains short questions, the time limit (question-answer sequence).</li> <li>Grade 5 (five)</li> </ul>			

Date of submission: September 2014

Titular of the course:

Seminary titular:

Assoc. Prof. ADAM Ciprian PhD

Lect. PREDA Gheorghe PhD

Date of approval in department: September 2014

Head of the Department:

Prof. DOBRE Costinel PhD



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