

Financial Services Marketing
MSTY1-CE9261
Wednesdays 6:30- 8:35 p.m.
September 21 – December 21

Duke Fanelli
Duke.fanelli@gmail.com

Evelyn Ehrlich
Ee15@nyu.edu

Course Description: The course will provide insight into how the financial industry markets its products and services. It will offer an overview of industry trends, opportunities and threats, including such issues as segmentation of consumer markets and the role of the Internet as a competitive distribution mechanism and as a new marketing tool. Among the industry segments to be addressed will be: mutual funds, retirement services, financial planning, insurance, retail, middle market and corporate banking, credit cards, investment banking, private banking, and on-line brokerage services. Lectures and in-class exercises will be supplemented by guest lectures by industry experts and student presentations. The course will emphasize case studies and the construction of an individual marketing plan chosen by the student, which will be presented both verbally and in writing.

Readings:

Required Textbook: The Financial Services Marketing Handbook by Evelyn Ehrlich and Duke Fanelli (Bloomberg, 2004). Order from Amazon. Please read entire book by November 4.

Additional readings will be posted on NYU Blackboard.

Course Objectives: To understand the unique characteristics of marketing financial services and to develop competence in developing a marketing plan for a financial product.

Course Requirements

The course consists primarily of lectures, guest presentations, in-class discussions, in-class exercises and case studies, so it is critical that students attend every class. If a student cannot make a particular class, he or she should e-mail the instructor so that they may get the class notes.

Grading Criteria

Grades will be based on in-class participation and exercises (50%) and a group marketing plan (50%).

Please note: Schedule and content subject to change.

Course Outline:

Sept. 21	Introduction, the marketing mix
Oct. 5	Segmentation
Oct. 12	Positioning and Branding; The Marketing Plan
Oct. 26	Group Presentations
November 2	Public Relations Outline of marketing plan due
Nov. 9	Advertising
Nov. 16	Interactive and Social Media
Nov. 30	Sponsorship and Event Marketing First draft of marketing plan due
Dec.7	Relationship marketing
Dec. 21	Individual Presentations

Guest speakers to be announced

GRADE SCALE

Students receive one of the final grades below. In some cases, a numerical grade may have been given for a test or project, but it is eventually converted to a letter grade using the conversion values below. Once a final grade is recorded, it **cannot** be changed.

Grade	Verbal Interpretation	Gradations, Conversions, Scales, and Explanations
A	Excellent work. Superior effort.	There is no A+ A = 93 – 100 = 4.0 A- = 90 - 92 = 3.7
B	Very good work.	B+ = 87 - 89 = 3.3 B = 83 - 86 = 3.0 B- = 80 - 82 = 2.7
C	Satisfactory work.	C+ = 77 - 79 = 2.3 C = 73 - 76 = 2.0 C- = 70 - 72 = 1.7
D	Pass. Met minimal course requirements.	D+ = 67 - 69 = 1.5 D = 65 - 66 = 1.0 There is no D-
F	Fail. Unsatisfactory work.	F = below 65 = 0.0 Faculty may also assign this grade for unofficial withdrawal (student disappears or excessive absences resulting in a failure to meet the course requirements.)
NE	Non-evaluative. (requested or automatic)	Cannot be applied to a Certificate. A non-evaluative grade cannot subsequently be changed to an evaluative grade. <u>Requested:</u> If the course is evaluative, an evaluative grade can only be changed to a non-evaluative grade at the student's written request and with the approval of the instructor. Student must complete and return the approval form prior to the end of the course. Failure to do so will result in the issuance of the earned evaluative grade. <u>Automatic:</u> If the course is a non-evaluative course, the NE will be issued automatically by the Registrar's Office. Faculty do not receive a grade report for these courses.
IP	Incomplete – pass. (failure to complete assigned work)	Work to date was passing. IP may be granted by the Department only in extraordinary and extenuating circumstances. It is not given automatically but only when it is deemed to have met the criteria and when a contract is signed by both the student and faculty prior to the end of the course. Once an Incomplete Contract is approved by the faculty with the grade to date stated, a copy of this request must be filed with the Program Department by the faculty of record. Students must have completed at least 50% of the course to be considered for an IP. If the terms of the IP are not met within the time frame stated on the contract, the grade will convert to an N and cannot be changed or further appealed.
IF	Incomplete – fail. (failure to complete assigned work)	Work to date was failing. Students must have completed at least 50% of the course to receive an Incomplete. An IF that is not removed by the established time in the Contract becomes an F and cannot be changed or further appealed.
		NOTE: A student who receives an IP/IF grade may not simply retake a test or exam already taken. The student must do additional new work to remove the IP/IF as outlined in the contract. There is a grade point deduction from the overall grade for late submission of work.
Pass	Student requests a Pass (P) for coursework in an evaluated course.	Faculty cannot issue a Pass (P) grade on the grade report. Students must make a formal written request to the University Registrar to have this grade issued on their transcript before the end of the class. Faculty will issue the evaluative (letter grade, A, B, C, etc.) on the report. If a request has been received by the registrar's office, the grade will be changed to a P.

RETRIEVING GRADES

The Office of the University Registrar maintains individual records of students enrolled in the school's continuing education programs and is the only department authorized to record an official grade. Grades are reported and

grade mailers can be requested online at www.scps.nyu.edu. Click on the “my account” tab and then click on “grades.” Grades are posted throughout the semester as courses end. Students may request a grade mailer via the Web as soon as any grade is posted. A transcript may be requested in writing by either faxing 212-995-4154 or sending a signed letter to Transcripts, Office of the University Registrar, New York University, P.O. Box 910, New York, NY 10276-0910. A grade mailer will be produced only if requested through these university systems, and will be received in five to ten working days. Final grades are not automatically mailed to students. *Continuing Education students who encounter difficulty accessing the Web should contact the SCPS Registration Office at (212) 998-7171. For more information about SCPS academic policies and procedures, visit <http://www.scps.nyu.edu/about-scps/policies-and-procedures> .*