

MARKETING OF FINANCIAL SERVICES 2021/2022

REQUIREMENTS OF THE SUBJECT, FINAL MARKING

- Students must work out **tasks individually from each lesson**. Students obtain detailed information at first lecture/seminar.
- Students also work out occasionally **irregular activities** (short case studies, news) during lectures or seminars. These activities are evaluated (1 activity = 0.5 point). These points are extra - bonus (not included in total evaluation).
- **Subject evaluation: Individual tasks = 30 %**, **presentation of topic = 10 %** and a **final written test = 60 % + extra points from activities**. Students need **at least 60 %** of total points not to fail.

EVALUATION OF SUBJECT

30 % individual tasks – 8*2	16 points
10 % team presentation (2 – 3 students)	8 points
60 % a written test	36 points
TOTAL POINTS	60 points
+ extra points from activities	

PRESENTATION: AREAS FOR DISCUSSION IN THE FIELD OF MARKETING OF FINANCIAL SERVICES - FACTS, REFLECTION, YOUR OWN OPINION

Instructions:

- Choose the topic below. It is an individual task – do it on your own! Each person must have a different topic.
- Create a presentation.
- Insert images, text, videos, web links, etc. as you wish.
- Try to create an interesting format (design) of the presentation. It is up to you.
- The presentation itself should have the form of a discussion between you and audience in seminar.
- Presentation should take up to 15 minutes with a subsequent discussion.
- Presentation will take place in seminar – the schedule will be known in advance.

Topics:

1	Cryptocurrency? Payment cards? Or cash? What do customers prefer in your country?
2	Will robots replace employees of financial institutions in your country? What are the associated advantages and disadvantages of automation implementation?
3	What marketing communication tools and media do financial institutions in your country currently use? How much money do they invest in this area?
4	What are the trends of financial services in your country today? Online banking, traditional bank or multichannel distribution?

5	What tools of sensory marketing can we meet at branches of financial institutions in your country? What are the trends today? How do the branches of financial institutions look in your country?
6	Do financial companies in your country use technologies to the maximum? What is the level of biometrics implementation in financial services?