



The
Insurance Institute
Of Ireland

PROMOTING PROFESSIONALISM SINCE 1885

MK2 – MARKETING 2

SYLLABUS 2008

Introduction:

The focus of this module is on exploring the relevance of the marketing mix for the banking & financial services industry. The concept of branding is introduced. The development & marketing of products and the marketing of services is distinguished and developed. The place decision (covering distribution & channel decisions) are explored with particular emphasis on the appropriateness of direct and indirect channels in the retailing of financial services. The promotion decision looks at the role of promotion and promotional mix ingredients. The main topics covered are: advertising, public relations & sponsorship; personal selling, direct mail, internet & direct marketing. Price decisions are investigated for financial products/services – this covers the pricing & regulation of financial services products such as savings & investments and credit. The final element of the module deals with marketing management from a strategic perspective, the implementation of strategies and the measurement of performance.

Indicative Learning Outcomes:

On completion of this module students should be able to:

- Recognise the importance of the marketing mix to the contemporary financial services organisation
- Describe in detail the elements of the marketing mix and be able to apply to the marketing of financial services
- Appreciate the strategic role of marketing and describe the role of marketing management in realising this strategy

Syllabus Outline (this is a summary of the syllabus and not a full statement of content):

- Marketing Mix and its application to Financial Services
- Branding
- Products/Services
- Distribution
- Promotion
- Marketing Communications Mix
- Regulation
- Strategic Marketing
- Measures of Performance