MARKETING FOR BANKING  
BKG 2060

Class Hours: 2.0  
Credit Hours: 2.0

Laboratory Hours: 0.0  
Date Revised: Spring 2000

Catalog Course Description:  
A study of marketing principles and their practical application in the banking industry.

Entry Level Standards:  
None

Prerequisites:  
None

Textbook(s) and Other Reference Materials Basic to the Course:  
*Marketing for Bankers*; Pezzullo, Mary Ann; American Bankers Association, latest edition.

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to Marketing; Marketing Planning: The Basics</td>
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<tr>
<td>2</td>
<td>The Strategic Marketing Process; Marketing Plan for a New Product</td>
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<tr>
<td>3</td>
<td>The Development of a Situation Analysis; Developing a Marketing Plan for Consumer National Bank</td>
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<td>4</td>
<td>Consumer and Organizational Buying Behavior; Marketing Information and Research; Conducting Marketing Research to Assist in a New Product Pricing Decision</td>
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<td>5</td>
<td>Target Market Selection and Positioning Strategies; Developing an Advertising Campaign; Exam 1</td>
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<tr>
<td>6</td>
<td>Product Strategy and New Product Development; Pricing Strategy; Conducting Marketing Research to Assist in a New Product Pricing Decision</td>
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<tr>
<td>7</td>
<td>Distribution Strategy: Physical Distribution; Distribution Strategy: Personal Selling; Sales Techniques</td>
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<tr>
<td>8</td>
<td>Promotion Strategy: Advertising and Sales Promotion; Organization, Implementation, and Evaluation; Developing a Retail Promotional Campaign; Developing an Advertising Campaign</td>
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II. Course Objectives*:

A. Understand the important impact marketing efforts have on basis success. I,II
B. Learn to apply marketing knowledge specifically to banking. I,II,III
C. Develop an understanding of marketing strategies applied to banking situations. I,II
D. Understand the people and organizations a bank is marketing to. I,II,III

*Roman numerals after course objectives reference goals of the Business and Community Services department.

III. Instructional Processes*:

Students will:

1. Use critical thinking skills to interpret and evaluate the financial statements of existing companies and make informed judgements about these statements to facilitate in decision making and problem solving strategies. Problem Solving and Decision Making Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Active Learning Strategies

2. Discuss the impact of social, political, economic, and environmental issues on the financial statements of selected companies. Communication Outcome, Problem Solving and Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Active Learning Strategies, Transitional Strategy

3. Use electronic mail to correspond with the instructor and other students enrolled in the course. Communication Outcome, Technological Literacy Outcome

*Strategies and outcomes listed after instructional processes reference Pellissippi State’s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

1. Learn the theory behind "the marketing process." A
2. Define strategic marketing and planning and understand the stages involved. C
3. Note how the marketing manager assembles the tools needed for strategic marketing planning and aims them at projected corporate objectives. C
4. Explain that strategic marketing is a management process involving planning, implementing and controlling. B, C
5. Explain the purpose of, and steps involved in situation analysis and explain how a bank applies situational analysis. B, C
6. Describe the theory and techniques that form the basis for an understanding of markets. A, D, E

7. Recognize that organizational buying behavior is both similar to and different from that of individual buying behavior. D

8. Define and understand the basic purposes of marketing research. D

9. Understand market segmentation. D

10. Determine that banks generally segment the market for consumer products using a combination of segmentation strategies. B, D

11. Define the most common producer mix strategies. D

12. Explain the reasons some bank products fail. A, B, D

13. Recognize when and why pricing decisions are made in a bank. A, B, D

14. Describe the meaning of distribution in marketing. D

15. Understand the need for personal selling in a bank's operation. A, B, D

16. Recognize the roles of advertising and sales promotion to bank success. A, D

17. Recognize what the wholesale side of banking is. A, D

18. Define some of the principles changes taking place in banking's competitive environment. A, D

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures:

The instructor's policy on exams, quizzes, attendance, and grades will be provided on a supplement to the course syllabus.

B. Laboratory Expectations:

N/A

C. Field Work:

N/A

D. Other Evaluation Methods:

N/A

E. Grading Scale:

92 - 100   A
89 - 91    B+
82 - 88    B
79 - 81    C+
VI. Policies:

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course.