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**BACHELOR PROGRAM**

**MAJOR:** BANKING

**CONCENTRATION:** ECONOMICS OF BANKING AND FINANCE .

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**SYLLABUS**

1. **Course Title:** Bank Marketing
2. **Course Code:**
3. **Number of Credits:** 2
4. **Level ( 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> academic year):** 4<sup>th</sup>
5. **Teaching Time Allocation:** 30 hous (equiv. 2 credits)
  - + Lecture: 22 hours
  - + Practice: 8 hours
6. **Pre-Requisites:** Theory of Finance and Money, Commercial Bank Operations, Principles of Marketing, Principles of Management.
7. **Course Aims & Learning Objectives:**
  - Course Aims: *To provide students with general knowledges and practices, policies on bank marketing fields.*
  - Course Objectives:
    1. *To provide students with general concepts and characteristics of bank marketing and bank environments;*
    2. *Knowledges and practical skills on analyzing bank customers' behaviour and characteristics, including personal and enterprises customers ; and factors influencing targeted markets of banks;*
    3. *To understand fundamental issues of bank marketing managements;*
    4. *To understand principles and practical skills of bank marketing-mix policies.*
8. **Course Description:** The Vietnam banking system has been now facing more and more aggressively competitive pressures, in particular in the context that Vietnam now become official member of the WTO. Important changes of business environments have posed Vietnamese banks problems and issues to be solved during the competitive integration such as policies and methods of customer relationship management, pricing policies; how to retain old customers and to find out the new ones; how to identify

customers' needs in order to establish and implement appropriate product policies,... Therefore, knowledges and practical skills on bank marketing become a realistic needs and instruments for those who are working in the banking sector as well as for students and researchers in banking major.

**9. Student Learning Activities:**

- Participation
- Exercises
- Discussion / Group presentation.
- Other

**10. Recommended Resources:**

- Textbooks: Trương Quang Thông (2012), Marketing Ngân hàng, Editions of Economics.
- Reference books: Trịnh Quốc Trung (2008), Marketing Ngân hàng, Editions of Statistics.

**11. Evaluation:**

- Participation in class: 20% (weight)
- Presentation: 30%
- Final exam: 50 %

**12. Course Grading Scale:** High distinction, Distinction, Credit, Pass

**13. Learning Activities:**

<b>Date</b>	<b>Lecture (chapter, part, teaching methodology)</b>	<b>Text Book (chapter, part)</b>	<b>Student Preparation (exercise, presentation, case studies...)</b>	<b>Learning objectives</b>
Date .... (4 hours)	Chapter 1: Overview on bank marketing - General concepts of marketing - Characteristics of bank marketing - Bank marketing environments	Chapter 1	Discussion: specificity of bank marketing.  Discussion: shortcomings of bank marketing and measures	1 and 3
Date .... (6 hours)	Chapter 2: Bank Customers' Behaviours - Determinants of bank customers' behaviours: case of personal customers. - Determinants of bank customers' behaviours: case of enterprises customers	Chapter 2	Discussion: life cycle of personal customers.  Discussion: characteristics of young customers	2 and 3

Date .... (6 hours)	Chapter 3: Bank Product Policies - Concepts of bank products, - Factors impacting product policies. - Product development process	Chapter 3	Discussion: financial characteristics of SME's customers.	4
Date ... (6 hours)	Chapter 4: Bank Pricing Policies - Concepts of bank prices and pricings, - Factors impacting pricing policies	Chapter 4	Exercices: pricing and cross-selling.	4
Date .... (4 hours)	Chapter 5: Bank Distribution - Traditional channels. - Modern distribution channels.	Chapter 5	Discussion: shortcomings of modern distribution channels.	4
Date ... (4 hours)	Chapter 6: Bank Promotion Policies - Roles of promotion - Roles of communication - Communication means.	Chapter 6	Discussion: difficulties facing bank communication	4
<b>Total: 30 hours</b>				

*Ho Chi Minh City, date....*

**COURSE COORDINATOR**

**LECTURER**