

January 2010

FINA691E MARKETING FINANCIAL SERVICES

Contents:

How to manage the marketing of financial services. The course penetrates into the relationship between the financial service providers and customers, using the viewpoint of finance theory, on one hand, and the viewpoint of marketing, on the other.

Objectives:

The aim is to combine finance theory and marketing theory, more specifically marketing of professional services. Marketing of financial services is regarded as a challenge in today's rapidly changing finance markets.

Prerequisites:

Corporate Finance
Investment Analysis

Teaching:

Prof. Vesa Puttonen
Office hours: TBD

Requirements:

1. Lectures
2. Case SRI report: (max 30p) [group 2 to 4 persons]
3. Paper reviews: (max 10p)
4. Nordea Fund Case: (max 10p)
5. Written exam. The exam will be based on the lectures, handouts, articles and the course book Estelami Hooman (2007) "*Marketing Financial Services*", Dog Ear Publishing: (max 50p.)

Case SRI report

- Deadline: January 10
- Best papers receive maximum points and will be presented on Saturday 16th (+bonus option 10p)
- Others may revise their paper until Saturday 23rd (+max 5 points)

Paper reviews: 4 papers, 2.5 points each. Deadline January 16th.

Nordea Fund Case: Deadline: January 9.

Paper reviews:

- Kaustia, M. & Laukkanen, H. & Puttonen, V. (2009) Should good stocks have high prices or high returns? *Financial Analysts Journal* 65:3, 55-62.
- Korpela, M. & Puttonen, V. (2006). Mutual fund expenses: Evidence on the effect of distribution channels. *Journal of Financial Services Marketing*, 11:1, 17-29.
- Martenson (2008) “Are men better investors than women? Gender differences in mutual fund and pension investments” *Journal of Financial Services Marketing* 13: 72-81.
- Ruginbana (2007) “Generation X: How cultural values can be used to predict their choice of electronic financial services” *Journal of Financial Services Marketing* 11:4, 301-313.

Course contents & schedule**2 Jan Saturday**

Morning:

Introduction to Marketing Financial Services, Categories of financial products and services (ch 3)

Afternoon:

Introduction to Marketing Thought (ch's 7, 8, 11)

9 Jan Saturday

Morning: Consumer psychology/behavior (ch 2)

Afternoon: CRM applications + Case Nordea Funds

10 Jan Sunday

Afternoon: Promotion (ch 5) & Pricing (ch 4)

16 Jan Saturday

Morning: Distribution (ch 6)

Afternoon: SRI Group presentations

23 Jan Saturday

Afternoon: 3-hour exam