### THE UNIVERSITY OF EDINBURGH

**FINANCIAL SERVICES MARKETING HONOURS COURSE**

**COURSE SCHEDULE**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Subject</th>
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<tbody>
<tr>
<td>1</td>
<td>22.9.</td>
<td><strong>Introduction to Financial Services Marketing</strong> (lecture slides)**</td>
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<td></td>
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<td>Core Reading: Ennew &amp; Waite (2007), Chapters 1 &amp; 2.</td>
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<td>The retail banking industry in 2015, <em>Strategic Direction</em>, 23/6, pp.32-34.</td>
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<td>29.9.</td>
<td><strong>The Financial Services Sector and the Financial Services Marketing Environment</strong></td>
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<td></td>
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<td>Core Reading: Ennew &amp; Waite (2007), Chapters 3 &amp; 4.</td>
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<td>Harrison (2000), Chapter 1.</td>
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<td><em>Henry Stewart Talk available:</em> <a href="#">Introduction to financial services marketing</a></td>
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<td>3</td>
<td>6.10.</td>
<td><strong>The Financial Services Consumer</strong></td>
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<td>Core Reading: Ennew &amp; Waite (2007), Chapters 7 &amp; 8,</td>
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<td>Harrison (2000), Chapters 2 and 3.</td>
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<td><em>Henry Stewart Talk available:</em> <a href="#">Understanding financial services consumers and behaviour</a></td>
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*Henry Stewart Talk available:* [Introduction to financial services marketing](#)

*Henry Stewart Talk available:* [Understanding financial services consumers and behaviour](#)
4  13.10. Guest Lecture
David Watson, Deutsche Bank (links to group project)

5  20.10. Product Development

Core Reading: Ennew & Waite (2007), Chapter 10. Harrison (2000), Chapter 4

*Henry Stewart Talk available:* ‘Product management and product elimination’

Case Discussion

ING Direct USA – Rebel with a Cause

6  27.10. Reading Week

7  3.11. Distribution

Case Discussion

‘SKB Telebanking in India: May I Help You?’
Core Reading: Ennew & Waite (2007), Chapter 13. Harrison (2000), Chapters 5 and 6

*Henry Stewart Talk available:* ‘Financial services distribution’
10.11. Guest Lecture: Internet and Beyond…

Dr Kathy Waite, Lecturer in Marketing, Heriot-Watt University

Henry Stewart Talk available: ‘Internet banking’

17.11. Communication, Promotion and Branding (lecture slides)

Case Discussion
Glitnir case study: Building an international banking brand or Iceland’s best kept secret?
Core Reading: Ennew & Waite (2007), Chapter 11. Harrison (2000), Chapter 8

Henry Stewart Talk available: ‘Communicating and promoting financial services’

24.11. Pricing and Price-Based Competition in Financial Services

Core Reading: Ennew & Waite (2007), Chapter 12. Harrison (2000), Chapter 7

Henry Stewart Talk available: ‘Pricing determinants and decisions in financial services’
11 1.12. Relationship Marketing

Case Discussion

Wells Fargo’s Cross-Selling Strategies

Core Reading: Ennew & Waite (2007), Chapters 14 & 17. Harrison (2000), Chapters 9 and 10


*Henry Stewart Talk* available: ‘Customer management in financial services’ and ‘Switching banks: gone but not forgotten’.