

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

**ЗАТВЕРДЖЕНО**

на засіданні кафедри  
маркетингу  
Протокол № 2 від 02.09.2024р.

**ПОГОДЖЕНО**

Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО



**МАРКЕТИНГ У БАНКІВСЬКОМУ СЕКТОРІ**

робоча програма навчальної дисципліни (РПНД)

Галузь знань **07 Управління та адміністрування**  
Спеціальність **075 Маркетинг**  
Освітній рівень **перший (бакалаврський)**  
Освітня програма **Маркетинг**

Статус дисципліни **вибіркова**  
Мова викладання, навчання та оцінювання **англійська**

Розробник:  
к.е.н., доцент

КЕП

Наталя БОЙКО

Завідувач кафедри  
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*Григорів*

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*Небилиця*

Олена НЕБИЛИЦЯ

Харків  
2024

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

**APPROVED**

at a meeting of the department  
marketing

Protocol № 2 of 02.09.2024

**AGREED**

Vice-rector for educational and methodical work



Karina NEMASHKALO

**MARKETING IN THE BANKING SECTOR**

**Program of the course**

Field of knowledge **07 Management and administration**  
Specialty **075 «Marketing»**  
Study cycle **first (bachelor)**  
Study programme **Marketing**

Course status

**Mandatory**

Language

**English**

Developers:

PhD (Economics),  
Associate Professor

КЕП

Natalia BOIKO

Head of the Marketing  
Department

*Liudmyla GRYNEVICH*

Liudmyla GRYNEVICH

Head  
of Study Programme

*Olena NEBYLYTSIA*

Olena NEBYLYTSIA

**Kharkiv  
2024**

## INTRODUCTION

The globalisation of banking competition, the emergence of a large number of non-banking institutions, the introduction of new customer service technologies, and the constant diversification of the banking assortment have led to increased attention to the active development of marketing activities in this area. The policy of marketing orientation in the activities of banking institutions in the face of constant changes and uncertainty is becoming a key to strengthening competitive positions by quickly adapting to the external environment and responding in a timely manner to new requests from demanding customers.

However, simply copying the marketing laws, principles, concepts and experience applicable to the production and provision of services is not efficient or appropriate, as the banking sector has specific features that should be taken into account when introducing the marketing component into the activities of commercial banks.

Therefore, it becomes quite obvious that it is necessary to identify, analyse and clearly formulate the peculiarities of marketing activities in the banking sector in order to adapt and effectively use all components of marketing policy that can positively affect the activities of a commercial bank in today's conditions.

The purpose of the course is to teach students of the educational and professional programme 'Marketing' the main directions of formation and implementation of marketing activities of a banking institution, including on the Internet.

The objective of the course is to study

a set of issues that reveal the content and features of bank marketing, digital marketing, explain the need to implement the organisational foundations of marketing in commercial banks of Ukraine;

marketing aspects of researching competing banks and customers, including Internet users;

peculiarities of banking pricing and production, strategies for selling banking services via online;

modern digital marketing communications;

components of the corporate image of the bank, its brand strategy at the present stage.

The object of the course is the process of forming a system of knowledge and skills in the implementation of marketing in the banking sector.

The subject of the course is the theoretical and practical aspects of organising and conducting marketing in a modern commercial bank.

The learning outcomes and competences that the course forms are defined in Table 1.

## Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO 3	GC 7, SC 14
LO 7	GC 9
LO 8	SC 13

where, LO 3. Apply the acquired theoretical knowledge to solve practical problems in the field of marketing.

LO 7. Use digital information and communication technologies, as well as software products necessary for the proper conduct of marketing activities and the practical application of marketing tools.

LO 8. To apply innovative approaches to the implementation of marketing activities of a market entity, to adapt flexibly to changes in the marketing environment.

GC 7. Ability to apply knowledge in practical situations.

GC 9. Skills in the use of information and communication technologies.

SC13. Ability to plan and implement effective marketing activities of a market entity in a cross-functional context.

SC14. Ability to propose improvements to the functions of marketing activities.

## COURSE CONTENT

### Content module 1: Marketing in the banking sector

#### *Topic 1: Marketing and its specificity in the banking sector.*

Subject, structure and main concepts of the course ‘Marketing in the banking sector’. The need to study bank marketing in market conditions. Historical aspects of the emergence of banking marketing, digital marketing. Essence, subjects, objects of banking marketing. Principles and main tasks, features of marketing in the banking sector. Functions and concepts of banking marketing (concept of improving the production of a banking product, concept of improving a banking product, concept of intensifying commercial efforts, traditional marketing concept, social concept). Types of bank marketing. Features of digital marketing in the bank. Specifics of banking marketing of partnerships. Features of marketing in the domestic banking business.

#### *Topic 2. The market of banking services, its segmentation, research and analysis.*

The main tasks of marketing research by commercial banks. Bank marketing information management system. The essence of marketing research in the banking market. Types and methods of marketing research in the bank. Stages of organising marketing research in the banking market. Principles of online marketing research. Analysis of competing banks. Research and segmentation of bank customers, including online users. Segmentation by geography, income level, age segmentation, advanced segmentation. Loyalty programmes for bank customers. Experience of European banking practice in market segmentation in the modern conditions of digitalisation.

### ***Topic 3. Competitive environment of the bank.***

The essence of the competitive environment in the banking sector. Determination of market parameters and internal resources of the bank. Marketing information system of the banking sector. The main stages of competitor analysis. Assessment of the competitive environment. Forecasting the banking market and the volume of the banking sector.

### ***Topic 4. Marketing strategy of the bank.***

Essence, types of marketing strategy of a commercial bank: concentrated, differentiated, mass marketing strategies. The main approaches of digital marketing strategy. General characteristics of the innovative strategy, aggressive expansion strategy to new markets, diversification strategy, market development strategy, market penetration and increase in market control. The main stages of development and implementation of a marketing strategy in a bank. Peculiarities of marketing strategies of bank branches: strategy of qualitative recovery, strategy of cross-selling, strategy of gaining greater trust.

## **Content module 2. Promotion of banking products**

### ***Topic 5. Product policy of the banking sector.***

The essence and objects of the pricing policy of a commercial bank. Classification of bank pricing policies. Stages of pricing strategy formation. The essence and directions of price discrimination.

### ***Topic 6: Pricing policy in the banking sector.***

Basic approaches to understanding 'banking product', 'banking service', 'banking transaction'. Parameters of a banking product. Assortment policy of a commercial bank, its purpose.

### ***Topic 7. Communication policy of the bank.***

The essence of marketing communication of the bank. Integrated marketing communications of the bank. Stages of the process of developing a bank's communication strategy. Tools for implementing a digital communication strategy. Principles of digital etiquette in bank marketing communications. PR-activities of a commercial bank and main directions. Content, main tasks, approaches and features of bank advertising. The process of implementing a bank online advertising campaign. Internal and external sales promotion. Personal selling and its main tools. Online and offline tools of integrated marketing communications. Viral marketing in the bank.

### ***Topic 8: Policy of sales and distribution of banking products (services).***

The essence and types of marketing strategy of a commercial bank. Channels of sales of banking products. Traditional sales channels of commercial banks: branches, departments, 6 specialised departments, automated departments, mobile departments. Non-traditional sales channels: financial supermarket, home banking system,

telephone banking, Internet banking. Peculiarities of selling banking products in Ukraine. Use of dialogue technologies in the activities of banks.

**Topic 9: Image and brand of a commercial bank.**

The content of the bank image. Criteria for assessing the attractiveness of banks for individuals. Components of the bank image. Corporate identity of the bank. Positive, ‘mirror’ image of a commercial bank. Corporate image and its components. Methods of forming the corporate image of the bank. The essence of a bank brand, trademark, trade mark. Types of brands in the banking business. The structure of the brand. World experience in brand development by commercial banks.

The list of practical studies in the course is given in table 2.

Table 2

**List of practical studies**

Title of the topic and/or task	Content
Topic 1. Task 1.	To know economic terminology, be able to explain the basic provisions of marketing in the banking sector, the basic concepts, principles, functions and components of marketing in banks.
Topic2. Task 2.	To study the theoretical provisions of marketing information and develop practical skills in the formation of an effective marketing information system, assess the advantages and disadvantages of the banking services market, analyse the processes and features of the banking services market and justify the areas of application of marketing tools in the banking services market.
Topic 3. Task 3.	To study the theoretical foundations of the functioning of the banking services market and develop practical skills in the competitive struggle of banking institutions and the formation of an effective marketing information system.
Topic 4. Task 4.	Developing practical skills in developing a marketing strategy for banking institutions.
Topic 5. Task 5.	Development of skills in developing a bank's product policy.
Topic 6. Task 6.	Development of skills in determining the optimal price for banking products. Analysis and evaluation of factors influencing the bank's pricing policy. Use of pricing methods in the process of pricing banking services.
Topic 7. Task 7.	To study the theoretical foundations and practical aspects of the formation of the bank's communication policy. Analyse the factors and motives of customer behaviour in the market. To be able to make decisions on attracting potential customers to service based on the use of tools of the bank's communication policy
Topic 8. Task 8.	To study the theoretical foundations of the formation of the bank's sales policy and develop practical skills in using sales policy tools to effectively attract bank customers
Topic 9. Task 9.	Developing skills in developing the image of a banking institution and determining customer loyalty towards it. Increase consumer loyalty to the bank's image and brand through marketing activities and tools.

The list of self-studies in the course is given in table 3.

### List of self-studies

Title of the topic and/or task	Content
Topic 1 – 9.	Study of lecture material. Preparation for practical classes.
Topic 1.	Preparation of a presentation on the topic: ‘Marketing and its specificity in the banking sector.’
Topic 2.	The banking services market, its segmentation, research and analysis
Topic 3.	Competitive environment of the bank
Topic 4.	Marketing strategy of the bank
Topic 5.	Product policy in the banking sector
Topic 6.	Pricing policy in the banking sector
Topic 7.	Communication policy of the bank
Topic 8.	Sales and distribution policy of banking products (services)
Topic 9.	Image and brand of a commercial bank

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

### TEACHING METHODS

In the process of teaching the course ‘Marketing in the banking sector’ to implement the defined competencies of the educational programme and to intensify the educational process, the following teaching methods are used

- verbal (lectures (topics 1 - 4), problem lectures (topics 5 - 9));
- visual (demonstration (topics 1-9));
- practical (practical classes (topics 1-9), case method (topics 1, 4, 6, 7)).

### FORMS AND METHODS OF EVALUATION

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

The current control is carried out during lectures and practical classes and is aimed at checking the level of preparedness of the student to perform a specific job and is assessed by the amount of points scored:

- for disciplines with a form of semester control, an exam : the maximum amount is 60 points; the minimum amount that allows a student to pass an exam is 35 points.

Current control: completion of individual research tasks (10 points), preparation of presentations (10 points), written test (40 points).

The final control includes semester control and certification of the student.

Semester control: Exam.

The maximum amount of points that a student can receive during an exam is 40 points. The minimum amount for which an exam is considered passed is 25 points.

The final grade in the course is determined by summing the points for the current and final control.

More detailed information on the assessment system is provided in the technological card of the course.

### **EXAMPLE OF AN EXAM CARD**

Kharkiv Semen Kuznets National Economic University

First (bachelor's) level of higher education

Specialty «Marketing»

Study programme «Marketing»

The course «MARKETING IN THE BANKING SECTOR»

EXAM CARD No.

Test Questions for the Course «Marketing in the Banking Sector»

#### ***Task 1 (stereotypical) test (15 points)***

1. What is the primary goal of marketing in the banking sector?
  - a) Maximizing profit
  - b) Attracting and retaining customers
  - c) Expanding the branch network
  - d) Implementing new technologies
2. Which of the following tools is NOT part of the marketing mix (4Ps) in banking marketing?
  - a) Product
  - b) Personnel
  - c) Price
  - d) Promotion
3. Which marketing strategy is the most effective for attracting a young audience?
  - a) Television advertising
  - b) Social media and digital marketing
  - c) Advertising in print media
  - d) Direct telephone marketing
4. Which of the following banking products is an example of a passive bank operation?
  - a) Deposit account
  - b) Credit card
  - c) Mortgage loan
  - d) Leasing
5. What is cross-selling in banking marketing?
  - a) Selling one product to multiple clients
  - b) Introducing a new product to the market
  - c) Offering additional products to a client who already uses banking services
  - d) Identifying the target audience for a new service

6. Which banking product usually has the highest level of customer loyalty?
  - a) Current accounts
  - b) Loans
  - c) Insurance products
  - d) Deposit certificates
7. What factor has the greatest impact on the interest rate for deposits?
  - a) Market competition level
  - b) Advertising expenses
  - c) Bank branch location
  - d) Number of bank employees
8. Which of the following pricing approaches is most characteristic of banking services?
  - a) Cost-based pricing
  - b) Competition-based pricing
  - c) Perceived value pricing
  - d) All of the above
9. What is an omnichannel strategy in banking marketing?
  - a) Using only digital communication channels
  - b) Combining different customer service channels to create a seamless experience
  - c) Using banking agents to expand the network
  - d) Maximally reducing physical branches
10. Which distribution channel is the most expensive for a bank?
  - a) Internet banking
  - b) Physical branches
  - c) Mobile banking
  - d) Telephone contact center
11. What is a bank's brand equity?
  - a) The amount of money spent on advertising
  - b) The total assets owned by the bank
  - c) Brand recognition and customer trust
  - d) The number of bank branches
12. Which marketing strategy is aimed at retaining bank customers?
  - a) Aggressive advertising
  - b) Loyalty programs
  - c) Low-interest loans
  - d) Mass advertising
13. Which marketing tool is best suited for a personalized approach to customers?
  - a) Contextual advertising
  - b) E-mail marketing
  - c) Television advertising
  - d) Banner advertising
14. Which modern trend has the greatest impact on the development of banking marketing?
  - a) The use of artificial intelligence and Big Data
  - b) Abandoning digital technologies
  - c) Reducing marketing budgets
  - d) Using only traditional advertising channels

15. What is fintech in the context of banking marketing?
- A new type of banking product
  - The integration of technology into financial services to improve customer experience
  - Government regulation of banking activities
  - Standard practice of traditional banks

**Task 2 (diagnostic) (10 points)**

Demand for AAA bank's banking services has recently declined significantly. The management is considering two marketing strategies: develop a completely new banking product or offer an old product with new features, and conduct a promotional campaign to attract new customers.

It is necessary to determine which strategy should be chosen. To develop and introduce a new banking product to the market, you need an amount of UAH 200,000. If the service is offered to customers and is in high demand (probability 0.6), the bank will receive a profit of UAH 240,000; if the demand is medium (probability 0.3), the profit will be UAH 220,000; if the demand is low (probability 0.1), the profit will be UAH 150,000.

Improving an existing service, giving it the necessary qualities and conducting an advertising campaign will cost the bank UAH 50,000. If the service is in high demand (probability 0.2), the bank will make a profit of UAH 140,000; if the demand is average (probability 0.5), the profit will be UAH 100,000; if the demand is low (probability 0.3), the bank will make a loss of UAH 10,000.

**Task 3 (heuristic) (15 points)**

To draw up a development strategy, elaborate a mission, principles, macroeconomic trends, conduct a SWOT analysis, objectives and direction. Initial data: the largest interregional bank that serves large accounts, has a developed network of branches and outlets, and actively lends to agriculture.

Approved at the meeting of the Department of Marketing. The protocol No. of « » 202..  
Examiner PhD (Economics), Associate Professor Natalia BOIKO  
Head of the Marketing Department DSc. (Economics), Prof. Liudmyla GRYNEVICH

**Assessment criteria**

The exam card covers the course program and provides for determining the level of knowledge and degree of mastery of competencies by students. Each exam card consists of stereotypical (15 test tasks), for which the student can receive 15 points (1 point for each correct answer); a diagnostic task, for the completion of which the student can receive 10 points and one heuristic task - weighing 15 points. The tasks in the exam card involve solving typical professional tasks of a specialist in the workplace and allow diagnosing the level of theoretical training of the student and the level of his competence in the course.

The following criteria are used to assess the level of compliance of students in solving practical tasks:

Diagnostic task. A score of 9-10 points is given if the practical task is completed in general correctly according to a standard algorithm.

A grade of 6-8 points is given if the task is completed in full, but there are inaccuracies in calculations, design; in the wording of terms, categories, minor arithmetic errors in the calculations in the solution; or if the task is completed by at least 70%.

A score of 2-5 points is given if the task is completed by at least 50%, provided that it is properly executed; or if there are errors in calculations and design.

Heuristic task. A score of 12-15 points is given for complete mastery of the programme material and the ability to navigate it, the use of additional material, and the manifestation of creativity. The student demonstrates a conscious application of knowledge to solve practical situations. When performing a heuristic task, the student must draw the correct conclusions about the proposed production situation and formulate their own recommendations for improving the problem. The task should be neatly presented.

The grade of 8-11 points is given for the complete completion of the task, but the lack of creativity and demonstration of knowledge of additional material. In general, the task is methodologically correct and neatly presented.

A grade of 5-7 points is given for a partial ability to apply theoretical knowledge to solve practical problems; provided that the task is partially completed and the student demonstrates an understanding of the main provisions of the course material.

A grade of 4 or less is assigned to a student for not mastering a significant part of the programme material; if a student applies the learning material without sufficient understanding when performing a heuristic task and cannot complete the task correctly, he or she faces significant difficulties in analysing economic phenomena and processes.

## RECOMMENDED LITERATURE

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