

# **MKT424 - Marketing of Financial Services (2 Units)**

**Department of Business Management**

**Covenant University**

# **1. MKT424**

## **1.1. MKT424 - Marketing of Financial Services (2 Units)**

This course is designed to enable the students cope with the growing dynamism in the marketing of financial products in insurance, banking, and stock exchange industries. The nature of competition in these areas requires that marketing techniques be customized for excellence in our rapidly growing economy. This course exposes the undergraduate students to this customization process. Overview of marketing of financial services, financial services marketing strategies, strategies for credit marketing, marketing planning, marketing research, product development, pricing, financial services delivery system, promotional mix, public relations (pr), customer relations, market audit, ethics in marketing.