

MARKETING OF FINANCIAL, BANKING AND INSURANCE SERVICES

ANNOTATION TO THE PRACTICE PROGRAM OF HIGHER EDUCATION INSTITUTIONS

Speciality 1-25 01 04 Finance and credit

	Form of higher education	
	full-time	part-time
Year	1	2
Semester	2	3
Lectures, hours	34	8
Practical classes, hours	34	6
Course paper, semester		3 / 2
Credit, semester	2	3
Contact hours	68	16
Independent study, hours	52	104
Total course duration in hours / credit units	120 / 3,0	120 / 3,0

1. Brief content of the discipline

The purpose of studying the discipline is to form students' fundamental knowledge about the basics of marketing in the financial, banking and insurance sectors.

2. Learning Outcomes

As a result of mastering the academic discipline, the student must know:

- the role of marketing in the financial, banking and insurance sectors;
- the essence and content of marketing;
- mechanism of marketing in the financial, banking and insurance sectors;
- a feature of the implementation of the marketing complex in financial, banking and insurance institutions;

be able to:

- plan marketing research;
- determine and analyze the specifics and advantages of marketing in the financial, banking and insurance sectors;
- Diagnose problems associated with conducting marketing research, develop and implement effective marketing solutions;

possess:

- skills to use knowledge and skills to conduct marketing research;
- the skills of choosing an effective marketing style;
- a mechanism for obtaining, storing, processing information, computer skills as a means of managing information for making marketing decisions.

3. Formed competencies

Codes of generated competencies	Names of competencies being formed
SC-24	Determine the main activities and responsibilities of marketing, formulate the goals and objectives of marketing in the implementation of financial, banking and insurance services, determine and plan the costs and results of marketing activities in the financial system.

4. Requirements and forms of current and intermediate certification.

Intermediate certification - control work. Current certification - credit.