

MAY 10 2001

British Columbia Institute of Technology
School of Business, Financial Management
FMGT 4535 Financial Services Marketing
Course Outline

Hours/week: 4 (Lecture 2, Lab 2)
Total weeks: 10
Total hours: 40

Start date: March 19, 2001
End date: May 25, 2001
Term level: 4B
Credits: 2.50
Prerequisites: None

Course Goals:

The goal of this course is for the Financial Planning student to gain basic selling and negotiating skills for the purpose of marketing himself/herself and Financial Planning industry products and services to prospective employers and clients.

Course Description:

This is a course designed to introduce the student to the mechanics and skills necessary for success in relationship selling and interest-based negotiating.. The student explores the subject through World Wide Web exercises, in-class role-plays, discussions, readings, lectures, and through both individual and group work.

**FMGT 4535 Financial Services Marketing
Course Evaluation**

<u>Assignment 1 (Sales Presentation)</u>	20%
<u>Assignment 2 (Negotiation)</u>	20%
Mid-term Exam	20%
Final Exam	30%
<u>Participation</u>	10%
TOTAL	100%

FMGT 4535 Financial Services Marketing Course Outcomes

Upon successful completion of this course, the student will be able to:

1. Explain the steps in the sales process.
2. Develop, deliver and critique a sales presentation.
3. Explain the steps in the negotiation process.
4. Prepare for, conduct, and evaluate a sales negotiation.
5. Demonstrate effective verbal, non-verbal and written communication skills.

FMGT 4535 Financial Services Marketing
Course Record

Designed by:	Randal Singer	February 1999
Revised by:	Randal Singer, M.B.A.	February 2000
Revised by:	Randal Singer, M.B.A.	February 2001

FMGT 4535 Financial Services Marketing
Course Instructor 2001

Instructor	Office	Hours	Telephone	E-mail
Randal Singer, M.B.A.	SE6-312	<u>As posted</u>	451-6767	<u>Randal_Singer@bcit.ca</u>

FMGT 4535 Financial Services Marketing Required Texts and Equipment

Required:

- No single text has been adopted for this course. Instead, during the course the instructor will provide several readings from selected texts and publications. Some, or all, of these readings may be provided on the course Web site or as hardcopy handouts. The content of these readings is considered examinable material.
- Visit the course Web site at least once per week during the course to read and keep up to date with pertinent information provided by the instructors

Recommended:

- Numerous sales textbooks and other resources are available in the library. Students are advised to make use of them to supplement required readings and to assist in preparing assignments.

FMGT 4535 Financial Services Marketing Course Policies and Procedures

1. The attendance policy as outlined in the BCIT calendar will be followed. Students are expected to be in attendance for all scheduled Lecture and Lab time. For this course, excessive absence will consist of missing more than the equivalent of four class hours for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student shall be disqualified from writing the final exam.
2. The student is required to achieve a pass (50%) on the combined marks of the Mid-term Exam and Final Exam in order to receive credit for Assignments 1 and 2. Failure to achieve 50% of the available exam marks will result in a grade of zero for Assignments 1 and 2.
3. The Mid-term exam and Final exam must be written on scheduled dates at scheduled times. The student is required to ensure that he or she is available to write exams at the appointed times.
4. The student is required to complete and submit every assignment to successfully complete this course. Failure to complete and submit any assignment will result in an Incomplete standing for the course, and the student will be given a short time frame within which to complete and submit all outstanding assignments.
5. Since effective time management skills are an important success factor in business, course assignments submitted after the time and date due shall be considered late. Late penalties shall apply to items submitted after deadline. Late submissions must be delivered in person to the student's Lab instructor.
6. Since a high level of written communication skills is important for success in marketing and selling, spelling, grammar and sentence construction will be considered in assigning marks.
7. The student is required to keep a back-up copy of all written submissions, and be prepared to provide the instructor with a second copy of any submissions, upon request.
8. Case examples, guest speakers, role-play exercises, videos, demonstrations and discussion may be presented during lectures, which are intended to supplement, not duplicate, course readings. The combination of readings, and material covered in Lectures and Labs, will assist the student to successfully complete assignments, and shall be eligible material for all exams.
9. The participation grade shall be based upon the degree to which the student:
 - Visits the course Web site and responds to online surveys and discussion topics.
 - Arrives for Lectures and Labs on time,
 - Asks questions which are relevant and pre-thought,
 - Volunteers and contributes valuable ideas during class discussion,
 - Contributes to team and group activities,
 - Demonstrates professionalism and willingness to participate in role-plays and exercises,
 - Demonstrates ability to focus attention on the task at hand during Lectures and Labs, and
 - Enhances the learning environment for fellow students.
10. "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to any student who knowingly contributes to the act of dishonesty, cheating and plagiarism." (Refer to the

current BCIT Calendar.)

11. Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

12. The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced on the course Web site or in class, or both.

13. This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

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Week-by-week Topic Outline

Week/Date	Topic Covered
1/Mar 19-23	LEC: Course overview, Sales process, FAB's, Handling Objections LAB: Role-play Approach, Probing, Needs Analysis
2/Mar 26-30	LEC: Objections categories, Decision-making, Three Realms, Closing LAB: Role-play FAB's and Trial Closes
3/Apr 2-6	LEC: Elements of a sales presentation, Prospecting and qualifying LAB: Sales Presentations
4/Apr 9-13	LEC: Follow-up and customer service, Personality styles LAB: Sales Presentations
5/Apr 16-20	LEC: Mid-term Exam LAB: Easter holiday--No Lab this week
6/Apr 23-27	LEC: Negotiation process, Issues, Interests, Inventing Options LAB: Role-play Creating Climate, Separating People from the Problem
7/Apr 30-May 4	LEC: Objective Criteria, BATNA/WATNA LAB: Role-play Exploring Interests, Inventing Options
8/May 7-11	LEC: Managing Concessions, Hardball tactics LAB: Negotiations
9/May 14-18	LEC: Preventing breakdowns, Considering Gender and Culture, Using Third Parties LAB: Negotiations
10/May 21-25	FINAL EXAM