

## Academic program description form

**University name: Northern Technical University.**

**College/Institute: Technical Management Institute - Nineveh.**

**Scientific Department: Department of Financial and Banking Technologies.**

**Name of the academic or professional program: Technical Diploma - Financial and Banking Technologies.**

**Name of final certificate: Technical Diploma in Financial and Banking Technologies.**

**Study system: Courses - Second Level - Second Course - Marketing of Banking Services.**

**Description preparation date: 4/7/2024**

**Date of filling the file: 4/7/2024**

the signature: -

the signature: -

Name of scientific assistant: -Muhammad Osama Ahmed

Name of department head: -M.Dr. Loyalty

Hazem Sultan

the date:-

the date: -

**Check the file before**

**Division of Quality Assurance and University Performance**

**Name of the Director of the Quality Assurance and University Performance Division:**

**the date**

**the signature**

**Authentication of the Dean**

<b>See the program</b> .١
<b>Seeking</b> Northern Technical University - Technical Management Institute - Nineveh - Department of Financial and Banking Technologies to prepare graduates in the field of finance and banking to work in government departments and governmental and private banks and to benefit from specialization in the practical and applied field.

<b>Program message</b> .٢
<b>The Department of Financial and Banking Technologies aims through</b> The Banking Services Marketing course aims to teach students about banking services marketing strategies and their application in practical work. The focus is on understanding the needs of banking customers and providing appropriate services to meet those needs. Students learn how to analyze the market and develop effective marketing strategies to increase the customer base and enhance loyalty to the financial institution.

<b>Program Goals</b> .٣
<ol style="list-style-type: none"> <li>1. Understanding the banking market and customer needs. -١</li> <li>2. Develop marketing strategies and build relationships with customers. -٢</li> <li>3. Application of technology in banking marketing. -٣</li> </ol>

<b>Program accreditation</b> .٤
Banking Services Marketing / 2011/ Dr. Ahmed Mahmoud Al-Zamil, and Dr. Nasser Muhammad ❖ Saud, and Dr. Ahmed Youssef Erekat, and Dr. Sahar Muhammad Fouta. Banking Marketing / 2019/ A.M.Dr. Ahmed Muhammad Fahmi Saeed Al-Barzanji, teacher ❖ Mukhlid Hamza Jadoua Al-Shammari, teacher Nibras Jassim Kazem Al-Jabri.

<b>Other external influences</b> .٥
nothing •

<b>Program structure</b> .٦				
<b>comments *</b>	<b>percentage</b>	<b>Study unit</b>	<b>Number of courses</b>	<b>Program structure</b>

Core course + elective		98	98	<b>Enterprise requirements</b>
			Yes	<b>College requirements</b>
			Yes	<b>Department requirements</b>
			There is	<b>summer training</b>
				<b>Other</b>

\* Notes may include whether the course is core or elective.

Program description .v				
Credit hours		Name of the course or course	Course or course code	Year/level
	Theoretical + practical	Marketing banking services	FBT206	2023-2024 / second level / second course

**Expected learning outcomes of the programme .^**

**Knowledge**

A1-A Unique Analysis of the Characteristics of Banking: An in-depth examination of the unique challenges and opportunities related to marketing banking.

A2-Effective use of digital promotion and marketing methods: Apply advanced digital promotion and marketing methods to enhance the attractiveness of banking services and improve customer communication.

A3-Analyzing customer needs and expectations: Develop skills in analyzing customer needs and

	<p>expectations to guide marketing strategies toward better meeting those needs.</p> <p>A4-Directing marketing based on market analysis: Using market analyzes to effectively direct marketing efforts, with a focus on understanding current and future trends in the banking sector.</p>
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**Skills**

	<p>B 1-Analyzing Challenges and Opportunities in the Banking Services Market: The program aims to enable students with a strong analytical ability to understand the challenges and opportunities facing the banking industry. Students learn how to analyze financial and economic data and predict future trends to effectively guide marketing strategies.</p> <p>B2-Developing digital marketing skills: The program focuses on enhancing students' skills in using digital marketing methods to increase the attractiveness of banking services. Students learn how to use social media, email marketing, and digital analytics to reach target audiences and boost engagement and sales.</p> <p>B3-Analyzing customer needs and directing marketing strategies: The program seeks to enhance students' ability to analyze customer needs and preferences and direct marketing strategies effectively. Students learn how to conduct market research and</p>
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	<p>analyze data to understand the target market, identify marketing opportunities and develop appropriate marketing offers.</p> <p>B4-Using Market Analytics to Guide Marketing Efforts: The program aims to enhance students’ skills in using market analytics to guide marketing efforts based on an accurate understanding of market needs and trends. Students learn how to analyze available data to control marketing strategies and make informed decisions to achieve business goals and effectively meet customer needs.</p>
<b>Value</b>	
	<p>C1. Accuracy: The value of accuracy in the banking services marketing material expresses the importance of obtaining correct and reliable information in the practice of banking marketing. Commitment to accuracy contributes to making the right decisions and achieving reliable results in marketing banking services.</p> <p>C 2. Transparency: The value of transparency in banking services marketing reflects the need for clarity and honesty in dealing with information related to banking</p>

services. Transparency enhances trust and contributes to building reliable and sustainable professional relationships with clients and partners.

C3. Excellence in Marketing: The value of excellence in banking services marketing reflects the pursuit of excellence and excellence in marketing banking services. The program aims to develop students' skills in market analysis, identifying marketing opportunities, and designing effective strategies to increase the attractiveness of banking services and achieve marketing success.

C4. Innovation in banking services marketing: The value of innovation in banking services marketing reflects the need for creative thinking and development in banking services marketing. The program encourages students to develop new ideas and find innovative solutions to improve customer experience and effectively meet their needs in the banking services market.

**Teaching and learning strategies** .٩

1. Marketing banking services: Introducing students to the basic principles of marketing banking services and their importance.
2. Practical marketing application: Developing students' skills in analyzing the market and designing appropriate marketing strategies for banking services and applying them.
3. Strategic Analysis in Banking: Enhancing students' ability to use strategic analysis tools to analyze data and make strategic marketing decisions.

**Evaluation methods** .١٠

**Weekly, monthly and daily exams and the end of the course exam.**

**education institution** .١١

Faculty members: Moayed Abdel Wahed Najm

Preparing the teaching staff		Special requirements/skills (if any)		Specialization		Scientific rank
lecturer	angel			private	general	
	angel			Banking and Financial Sciences	Banking and Financial Sciences	assistant teacher

**Professional development**

**Orienting new faculty members**

Attending workshops and courses in various fields in order to acquire additional skills.

**Professional development for faculty members**

Attending workshops and courses in various fields in order to acquire additional skills.

**Acceptance standard** .١٢

the average. -١  
the desire. -٢

Admission plan. -٣

**The most important sources of information about the program .١٣**

Banking Services Marketing / 2011/ Dr. Ahmed Mahmoud Al-Zamil, and Dr. Nasser -١  
Muhammad Saud, and Dr. Ahmed Youssef Erekat, and Dr. Sahar Muhammad Fouta.  
Banking Marketing / 2019/ A.M.Dr. Ahmed Muhammad Fahmi Saeed Al-Barzanji, teacher -٢  
Mukhlid Hamza Jadoua Al-Shammari, teacher Nibras Jassim Kazem Al-Jabri.

**Program development plan .١٤**

Updating the scientific content: The course aims to update the scientific content in the field of banking -١  
services marketing, including the latest realistic developments and innovations in this field. Recent  
research and scientific studies that contribute to a better understanding of the challenges and  
opportunities of marketing banking services are highlighted.

Developing scientific marketing skills: The course focuses on developing students' skills in applying -٢  
scientific marketing concepts and methods to banking services. Their understanding of strategic  
marketing processes and appropriate tactics to effectively and realistically promote and market banking  
services is enhanced.

Practical case studies: The course includes studies of realistic practical cases in the field of marketing -٣  
banking services. Real-life cases faced by banking institutions are analyzed and scientific marketing  
concepts are applied to their solutions. Students are encouraged to use scientific knowledge to develop  
innovative and effective marketing strategies for banking services



Please check the boxes corresponding to the individual learning outcomes from the program subject to evaluation •

Program skills chart															
Learning outcomes required from the programme												Essential or optional?	Course Name	Course Code	Year/level
Value				Skills				Knowledge							
C4	C3	C2	C1	B4	B3	B2	B 1	A4	A3	A2	A1				
✓	✓ —	✓	✓	✓	✓	✓ —	✓	✓	✓	✓	✓ —	Basic	Marketing banking services	FBT206	2023-2024  Level two/second course

Course description form

The Banking Services Marketing course aims to provide students with the skills and knowledge necessary to market banking services in a professional and effective manner. .1
The course includes studying basic concepts in marketing banking services, such as market analysis, identifying the target audience, and developing marketing strategies. .2
Practical lessons and applied case studies related to marketing banking services are covered to provide students with real practical experience and understanding of the marketing process in the banking sector. .3
The course focuses on the latest developments in the field of digital marketing and the use of social media and modern technology in marketing banking services. .4
Practical skills such as effective communication, ability to negotiate and building strong client relationships are enhanced in the context of marketing banking services. .5
The course also addresses legal and regulatory aspects related to the marketing of banking services, including compliance standards and consumer protection. .6
Students are encouraged to apply the concepts and skills learned in the course through practical projects and applied case studies to improve their applied abilities and strategic thinking in marketing banking services. .7

Course description form

Teaching hours	weeks	Topics	T
4	the first and the second	Introduction to marketing and marketing concept	1-
4	Third and fourth	Banking service	2-
4	Fifth and sixth	Development of banking products and services	3-
4	Seventh	Banking marketing mix	4-
4	VIII	Banking management	5-
4	Ninth	Applications of service systems in banks	6-
4	The tenth	Strategies supporting banking service systems	7-
4	eleventh	Strategic planning for banking marketing	8-
4	twelveth	Customer behavior and banking market segmentation	9-
4	Thirteenth	Distribution of banking services	10-
4	Fourteenth and fifteenth	Promotion of banking services	11-