

## 5.0 MARKETING

**5.7 Financial Services (S)** Students will understand the nature, functions and marketing concepts associated with financial services institutions in a dynamic marketplace. They will demonstrate competency by performing a variety of marketing and financial transactions.

BENCHMARKS	COURSE TITLES				
5.7.1 Advertising and Promotion—design a promotional plan for a financial institution					
5.7.2 Credit Review—explain credit review procedures utilized in the various financial services industries					
5.7.3 Customer Relations—describe customer relations techniques used to satisfy customer needs and wants; describe the importance of conflict resolution					
5.7.4 Electronic Marketing—explain how electronic marketing (E-trade, home banking, etc) changes the dynamics of institutions selling products and services					
5.7.5 Financial Institutions—compare and contrast types of financial service institutions					

Primary Delivery - **P**  
 Secondary Delivery - **S**

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BENCHMARKS	COURSE TITLES				
5.7.6 Industry Ethics–discuss the importance of confidentiality in consumer and employee transactions; identify ethical considerations relating to conducting business with government and regulatory agencies					
5.7.7 Marketing Concepts–discuss effective selling and cross-selling skills; utilize those skills to identify appropriate products and services options specific to the consumer					
5.7.8 Policies and Procedures–demonstrate knowledge of the policies and procedures required for conducting and documenting financial transactions according to specific industry regulations					
5.7.9 Products and Services–explain financial products and services available to the consumer in the banking, insurance, investment and brokerage industries					

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BENCHMARKS	COURSE TITLES				
5.7.10 Regulation—analyze government and industry regulations in the financial services industry and how they relate to consumer transactions					
5.7.11 Risk Management—describe security procedures, loss prevention, and safety issues facing financial services institutions; discuss the risks associated with monetary loss or failure					

Primary Delivery - **P**  
 Secondary Delivery - **S**