Course Description Form

1. Course Name

Banking Marketing

2. Course Code

FS-41-BM

3. Semester / Year

First Semester / Fourth Stage / Academic Year 2026-2027

4. Date this description was prepared

10 / 8 /2026

5. Available Forms of Attendance

morning

6. Number of Hours (Total) / Number of Credits (Total)

45 / 3

7. Course administrator name (if more than one name mentioned)

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8. Course Objectives

Cognitive Goals The student will be able to: 1- **Understand marketing and financial services** Skill Objectives The student will be able to: 1- **Master the details of banking services and be able to find new services** Value Goals The student will be able to: 1. **Distinguishing between successful and unsuccessful services** 2. Know between the lines of banking services and how to market them	**Course Objectives** Consolidating the scientific concept of banking marketing, its employment and its objectives Introducing the importance of banking marketing Knowledge and understanding the basics and principles of banking marketing Statement of the Impact of Banking Marketing Success on the Development of Banking Institutions and Raising Their Efficiency Providing students with intellectual and practical sk that help them refine their practical and profession life.

9. Teaching and Learning Strategies

Strategy
Teaching and Learning Strategies 1- Giving the theoretical lecture 2- Assigning students with assignments 3- 3. Examining students orally and in writing

10. Course Structure

Evaluation Method	Learning method	Unit Name or Subject	Required Learning Outcomes	Watches	The week
Oral Questions	Lecture	The concept of marketing and its historical development and the concepts that govern the management's thinking of its market view	Introducing the student to marketing in a general form and its historical development and introducing him to the concepts that govern the management's view of the market	3	1
Oral Questions	Lecture	The Origin and Development of Banks, Types of Banks According to Their Functions, Specialization, and Activity	The student is introduced to banks, their origins, functions, and characteristics	3	2
A simple daily (written) test on the topic of the lecture	Lecture with Discussion with Learners	The concept of banking marketing and its definition according to what marketing scientists have said and its importance	The student's understanding of banking marketing as a type of marketing and knowing its importance	3	3
The extent to which students participated in the discussion about the previous lecture material	Explanation of the lecture material with the participation of students to explain	The origin and stages of the development of banking marketing, its objectives and functions	Identify the stages of the development of banking marketing, its objectives and functions	3	4

	the most important concepts of the previous lecture				
Daily oral exam Monthly oral exam Written	Lecture with Open Discussion Students	The concept of the bank's marketing environment and its most important variables and its most important elements	Knowledge of the bank's marketing environment and its most important elements and variables for each type	3	5
Evaluation by participating in the discussion on the topic of the lecture	Lecture	The concept and definition of banking services and services and their classification according to economists and marketing scientists	Understanding the meaning of banking services and services in particular	3	6
Evaluate students by asking questions about the topic of the lecture	Lecture	Characteristics and stages of development of banking services and the elements of each stage	Understand the most important characteristics of banking services, their stages of development, and the elements of each stage	3	7
Simple daily written test	Lecture	The importance of marketing banking services and the most important factors affecting it and introducing the influences on its delivery	Knowing the importance of marketing for banking services and the most important factors affecting the provision of services	3	8
Evaluation of the required activity in the next lecture Oral questions	Giving a lecture and requesting an activity to be presented	Banking (internal and external) and the elements of each type	Knowledge of the types of banking services and the elements of each type	3	9

	in the next lecture				
Evaluate the required activity in the previous lecture	Lecture	E-marketing for banking services, the most important requirements of e-banking and the impact of e-banking on performance	Identify e-marketing for banking services and know its most important requirements and their impact on performance	3	10
Second month exam written and daily oral tests	Lecture	Types of e-services approved by banks and the most important problems facing their application in the bank	Know the types of e-services approved in banks and the problems they face during the application	3	11
Oral Evaluation	Opening the door for discussion with students and participatio n in the lecture process	Definition of the marketing mix (banking) and the most important conditions that must be met in it with the statement of the banking product	Identifying the marketing mix and the banking marketing mix and its conditions and getting to know the banking product	3	12
The extent of students' participation in the discussion about the lecture material	Lectures and class discussion s with students	Banking Life Cycle and the Most Important Strategies Followed According to the Banking Life Cycle	Knowledge of the banking life cycle, its most important stages, and the strategies followed at each stage	3	13
Ask oral questions	Lecture	Pricing for banking services and its importance and impact on profitability, Banking promotion and marketing promotion elements, Place element (impact of available options	Identify the elements of the banking marketing mix in detail from price, promotion, and location	3	14

		on the provision of banking services)			
Students' ability to discuss and evaluate each student accordingly	Lecture and discussion with students	The concept of electronic banks, their patterns, requirements, establishment, most important services, advantages, and challenges presented by banks as they deal with them.	Knowledge of learners about the patterns of electronic banks, their origins, their most important advantages, and the challenges presented by banks when they dealt with them.	3	15

11. Course Evaluation		
Monthly exams 30%	Daily attendance and duties 10%	Final Exam 60%

12. Learning and Teaching Resources

Banking Marketing / Dr. Fadl Mahmoudi University of Science and Technolog	Required Textbooks (Methodology, if any)
The Role of Banking Marketing in Increasing the Competitiveness of Banks / Zeidan Mohamed / Al-Baheth Magazine 2003	Main References (Sources)
Introduction to Banking Marketing / Dr. Firas Al-Ashkar Banking Marketing / Dr. Mahmoud Jassim Al-Sumaidai Banking Marketing Department / Dr. Alaa Farhan Taleb Bank Markiting / Renu Arora &S.K.Sharma	Recommended books and references (scientific journals, reports...)
Websites that enhance scientific information the methodological vocabulary	Electronic References, Websites

Approval of the Dean of the College
Assoc. Prof. Dr. Talal Faiq Al-Kamali

Authentication of the Head of the Department
Assoc. Prof. Dr. Esraa