

Faculty of International Economics and Administration
Department of Economics
Professional area: Economics
Major: Finance
Master's Degree Programme: Financial and Bank Management and Marketing
Educational-and-qualification Degree: Master

COURSE DESCRIPTION

1. Code: MAR 3177
2. Title: Bank Marketing
3. Type: compulsory
4. Cycle: second
5. Year of study when the component is delivered: first
6. Semester/trimester: first
7. Number of ECTS credits allocated: 4,5
8. Name of lecturer(s): Assoc.Prof. Virzhiniya Ivanova, PhD
9. Learning outcomes: acquiring the theoretical fundamentals and practical application of marketing and bank and financial institutions marketing policy.
10. Mode of delivery: face-to-face
11. Prerequisites and co-requisites: Students must have successfully taken the courses in Banking, Fundamentals of Management, Marketing, Finance, Bank Management.
12. Course content: introduction in the bank management, banking marketing policy, banking marketing strategies, banking e-marketing, etc.
13. Recommended or required reading and other learning resources/tools:
 - , .. 1 , , .., 2013.
 - , .. 2 , , .., 2006.
 - , .. , .., 2012.
 - ., 2009.
 - , , , , 2004.
14. Planned learning activities and teaching methods: lectures, analysis of case studies from the banking practice, presentations.
15. Assessment methods and criteria:
The control and assessment of knowledge and competence is achieved through the following forms and the allocation of credits:
 - Attendance form, active participation and a test (open questions) on the submitted material during lectures - 20%;
 - Discussions and a project assignment defense on pre-assigned topics by the lecturer during seminars, 10%;
 - Evaluation of the test (open questions), taken during the session - 70%;
16. Language of instruction: Bulgarian