

2.0 credits	15.0 h	2q
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Teacher(s) :	Saintrond Roland ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	The aim of this course is to give students the basic principles of marketing strategy and techniques used in the financial and insurance sectors
Aims :	At the end of this course, the students must be able to establish the bases of a marketing strategy for a bank or an insurance company and elaborate the action plan <i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i>
Content :	<p>Content</p> <p>The following topics will be developed:</p> <ol style="list-style-type: none"> 1. Specificity of financial and insurance services : situation in Belgium and in Europe 2. Value creation by service : segmentation process (audit marketing and market targeting) 3. How to deliver value by service : choice of an operational model and application to sales structure <p>Study case for two companies</p> <p>Methods</p> <p>In-class activities</p> <p>X0 Lectures</p> <p>X0 Exercices/PT</p> <p>At home activities</p> <p>X0 Exercices to prepare the lecture</p> <p>X0 Paper work</p>
Other infos :	<p>Evaluation : Class participation and written examination, in French</p> <p>Support : Slides provided through icampus</p>
Cycle and year of study :	> Master [120] in Actuarial Science
Faculty or entity in charge:	LSBA