

## Faculty of Economic, Social and Political Sciences



### ACTU3810 Marketing of financial and insurance companies

[15h] 4.5 credits

**Teacher(s):** Roland Saintrond  
**Language:** French  
**Level:** Third cycle

#### 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

#### 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

#### Content and teaching methods

##### Content

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
- Study case for two companies

#### Other credits in programs

<b>ACTU22MS</b>	Deuxième année du master en sciences actuarielles, à finalité spécialisée (2.5 credits)	Mandatory
-----------------	---	-----------