Module Outline

Module Code : MKT3428/MKT3761A
Module Title : TIM: Wealth Management Marketing
Semester : Semester II, AY20/21
Faculty : Ms Lyn Yang
Department : Marketing
Email : bizhopy@nus.edu.sg
URL : https://bschool.nus.edu.sg/marketing/faculty/

Overview

This course is designed to introduce students to the world of wealth management marketing, and to give you an in-depth understanding of the challenges and complexities of marketing in a highly regulated and rapidly evolving industry. Students will get practical insights into the use of marketing applications in product, segment and service marketing in the retail, affluent and private banking businesses. It will provide you with a strong foundation on how sales and relationship management strategies should work with marketing to deliver a holistic and superior client experience. It aims to hone your skills to improve the effectiveness of the marketing strategies, techniques and programs to meet the demanding priorities of the client, the business and the regulators in this fast-changing and regulated landscape.

The course will be conducted based on a combination of lectures, discussions, case studies and group project work. Real case examples will be discussed throughout the course. The group project will be sponsored by a leading financial institution so you will have the opportunity to work on a live project and present to the sponsors at the group presentation. Special guest speakers who are industry leaders in private banking and affluent banking will be invited to share their experiences and perspective. This will help students develop a balanced understanding of textbook marketing with real-life implementation.

Module Objectives

The objectives of the course are to ensure that students:

1. Acquire a strong foundation of the marketing environment and operating framework in a highly regulated, complex and constantly evolving industry
2. Develop the requisite skills, sound understanding and competencies to strategise, analyse, develop and evaluate client- centric marketing and sales strategies
3. Inculcate the importance of a disciplined and responsible approach in wealth management marketing

General Guide & Reading (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

As the course emphasizes on students developing a practical marketing approach using current real-life examples, students will benefit most from the open discussions and dialogue during lectures, case studies and group discussions. There is no required textbook. You are free to use any marketing textbook you like.

You should be prepared to be highly involved in these discussions as you will benefit not only from the exchange but you will also learn how to present your views to win over your key stakeholders in the real world.

You are also expected to work in a group project sponsored by a leading financial institution. You will get first-hand experience into the challenges faced by companies in the wealth management sector and the opportunity to present your solution to the sponsor during your group presentation in Week 12. Assessment will be made based on the quality of work, timeliness in delivery and the ability to work in a team, which is a crucial factor to making marketing impactful and successful in the working environment.

Assessment

Assessment Components	Weightage
Class Participation	20%
Case Studies	20%
- Individual	- 10%
- Group	- 10%
Group Assignment	35%
Final Test	25%
TOTAL	100%

Class Participation (20%)
Students will be graded based on the quality of class engagement, the feedback and comments on the topic under discussion, open and effective responses to questions and active participation in class discussions. Positive attitude towards group participation is also important, and distractions caused through use of cell phone, tablet or laptop will have a negative impact on participation marks.

Case Studies (20%)
Students will work in their groups on the case study. Grading will be given on both an individual basis as well as on group participation and interaction. These will be based on:
1. Individual contribution to the quality of inputs in case studiesdiscussions
2. Active participation and involvement of all members in the groupdiscussions

Group Assignment (35%)
Students will work in their groups on the group project and the group presentation will be made to the sponsor in Week 12.
Assessment on the group project will be made based on
- the creativity and relevancy of proposal in meeting the project objectives
- the effective use of marketing applications
- impactful presentation and delivery
- teamwork and group participation during the project and in the finalpresentation

Final Test (25%)
The Final Test will be held in Week 13 and will consist of MCQs.

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is "the practice of taking someone else's work or ideas and passing them off as one' own" (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

Additional guidance is available at:

- http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct
- http://nus.edu.sg/osa/resources/code-of-student-conduct

About me

Lyn has worked in the banking and wealth management industry for 35 years, and has extensive experience in marketing, strategic planning, business development, sales and segment management and business analytics in the retail banking, offshore banking and private banking businesses.

She started her banking career at DBS Bank, followed by 22 years at Citibank where she had marketing and segment management responsibilities in the onshore and offshore banking businesses. She then spent another 13 years at UBS AG and Credit Suisse AG, focussing on the needs of the High Net Worth and Ultra High Net Worth client segments. Her wide-ranging responsibilities there included leading the Ultra High Net Worth Client Experience and Philanthropy as well as the Chief Operating Officer for SymAsia Foundation Limited, a charity foundation she helped set up for Credit Suisse to manage the growing demands of their clients who are interested in giving back part of their wealth to society. Lyn was also actively involved in the External Asset Management business in Credit Suisse as its Business Manager to help build and grow the financial intermediary business.

Lyn graduated from the University of Leeds with a Bachelors (Hons) in Economics and an MBA (Marketing) from the University of Bradford in the United Kingdom. She has a passion to engage and train students who are interested in banking and in a career in banking and to share her experience with them

Schedule and Outline

Lesson/ Week	Topic	Activity (preparation/cases & assignments/follow-up readings & resources)
1	Course introduction Introduction to Wealth Management Marketing	Student introduction Introduction to course outline and structure
2	The Wealth Management Marketing Landscape	Class discussion Introduction to group project
3	Understanding the 4 P's in Wealth Management Marketing (Part 1)	Class discussion Guest speaker 1/sponsor of group project
4	Understanding the 4 P's in Wealth Management Marketing (Part 2)	Class discussion
5	Channel Marketing in Wealth Management	Case Study 1
6	Segment Marketing (Part 1)	Case Study 2
7	Segment Marketing (Part 2)	Class discussion Guest speaker 2
8	Marketing Intelligence	Class discussion
9	The Must-Do's in Wealth Management Marketing	Class discussion
10	Integrated Marketing	Class discussion Guest speaker 3
11	Making Impactful Marketing	Class discussion
12	Project Presentations	Group presentations
13	Recap and Review Future of Wealth Management Final test	Test Wrap-up