

## Module Outline

**Module Code** : MKT3723  
**Module Title** : Wealth Management Marketing  
**Semester** : Semester 2, AY 2022/2023  
**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 banking and wealth management marketing, and to give them 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 and sales applications in product, segment and service marketing in the retail, affluent and private banking sectors. It aims to develop and hone their 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 increasingly 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 students can get first-hand experience working on a live project from the sponsor and presenting to them at the end of the course.

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 analyse, critique and create 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. The focus in this course is to provide students with a good understanding of the wealth management industry and the importance of marketing one of the most challenging products marketeers will face – money! Students are not expected to do any numerical calculations or financial analysis. What they are expected is to come prepared to be highly involved in the class discussions by sharing their views and comments as they will benefit not only from the exchange but they will also learn how to present their views to win over their key stakeholders.

Students are also expected to work in a group project where 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 in the working environment.

### Assessment

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

#### **Class Participation (20%)**

Grading will be based on the quality of class engagement, the feedback and comments on the topic under discussion, open and effective responses to questions and overall 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%)**

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 and presentation in case studies discussions
- 2) Active participation and involvement of all members in the group discussions

#### **Group Assignment (35%)**

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 final presentation

#### **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’s 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 more than 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 in Asia 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 experiences with them.

## Schedule and Outline

<b>Lesson/ Week</b>	<b>Topic</b>	<b>Activity</b> (preparation / cases & assignments / follow-up readings & resources)
1	Course introduction Introduction to Wealth Management Marketing	Student introduction Introduction to course outline, objectives and structure
2	Understanding 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 Meeting the project sponsor
4	Understanding the 4 P's in Wealth Management Marketing (Part 2)	Class discussion
5	Channel Marketing in Wealth Management	Class discussion Guest speaker
6	Segment Marketing (Part 1)	Class discussion Case study 1
	Recess Week	
7	Segment Marketing (Part 2)	Class discussion Case study 2
8	Marketing Intelligence	Class discussion
9	The Must-Do's in Wealth Management Marketing	Class discussion Guest speaker
10	Integrated Marketing	Class discussion
11	Making Impactful Marketing	Class discussion
12	Project Presentation	Group presentations
13	Recap and Review The Next Steps Forward Final Test	Test Wrap-up