

Marketing Financial Services

Module Information

2022.01, Approved

Summary Information

Module Code	7540LAWINF
Formal Module Title	Marketing Financial Services
Owning School	Law
Career	Postgraduate Taught
Credits	10
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Informa Connect

Learning Methods

Learning Method Type	Hours
Online	15

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

Aims	This module will enable students to critically investigate the legal issues concerning consumer credit and financial promotions across a variety of platforms, including social networks and digital media. The Chief Executive of the Financial Conduct Authority at the Finance and Leasing Association noted the importance of emerging needs within the financial services sector; "we recognise that consumer credit is not a monolithic market and we are intervening on specific products including credit cards, overdrafts and rent-to-own" (Bailey 2018).
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Examine the nature of financial promotions, and the associated legislations
MLO2	2	Critically analyse contemporary issues in financial services promotions, including consumer credit
MLO3	3	Critically appraise the role of the Financial Conduct Authority in UK financial regulation
MLO4	4	Scrutinize the legal practices and issues concerning social networking marketing and digital media promotions in the financial services industry

Module Content

Outline Syllabus	By completing this module, students are expected to cover the indicative content as follows: Financial promotions Markets in Financial Instruments Directive (MiFID) requirements Consumer credit and the Financial Conduct Authority Social network marketing Digital media promotions
Module Overview	
Additional Information	There are no professional body requirements at this stage, however developments will be monitored and where appropriate, incorporated into module content.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Test	Essay	100	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Emmanuel Guinchard	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings