



UNIVERSITI TEKNOLOGI MARA

IFE786: Marketing for Islamic Financial Products and Services

Course Name (English)	Marketing for Islamic Financial Products and Services APPROVED		
Course Code	IFE786		
MQF Credit	3		
Course Description	This course equips students with comprehensive understanding of the marketing and the management of the Islamic banking products and services offered, within the principles of Shariáh. The skills and knowledge acquired from this course should empower the students to virtuously interpret, appraise and execute the management and marketing endeavors of Islamic financial services. More importantly, students will discover how specifically the convergence of the marketing aspects will enhance the Islamic financial services industry globally.		
Transferable Skills	<ol style="list-style-type: none">1. A reflective learner undertake independent and self directed study and learning.2. Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts.3. Communicate effectively with others.4. Identify and present material and the evidence-base to support a reasonable argument.		
Teaching Methodologies	Lectures, Case Study, Presentation		
CLO	<p>CLO1 1. Demonstrate social skills through assignments/tasks to market Islamic financial products and services. (PLO3, A4)</p> <p>CLO2 2. Study market segmentation, targeting and positioning, as well as the marketing mix of Islamic financial services. (PLO7, A3)</p> <p>CLO3 3. Construct a promotional media and strategies for Islamic products. (PLO2, P5)</p>		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"><tr><td>Recommended Text</td><td>Ennew, C; Waite, N and Waite, R. 2013, <i>Financial Services Marketing : an International guide to Principles and Practices</i>, 2nd Ed., Routledge United Kingdom</td></tr></table>	Recommended Text	Ennew, C; Waite, N and Waite, R. 2013, <i>Financial Services Marketing : an International guide to Principles and Practices</i> , 2nd Ed., Routledge United Kingdom
Recommended Text	Ennew, C; Waite, N and Waite, R. 2013, <i>Financial Services Marketing : an International guide to Principles and Practices</i> , 2nd Ed., Routledge United Kingdom		
Article/Paper List	This Course does not have any article/paper resources		
Other References	This Course does not have any other resources		