

FINANCIAL SERVICES

- Managing and Developing Financial Service Products

This two day course is tailored specifically to financial services and covers the key principles and latest thinking around managing and developing a product portfolio. This interactive course includes group workshops and case studies to enable delegates to apply the learning's in realistic scenarios and share ideas and experiences.

Delegates will understand how to manage a financial services product portfolio for optimum growth and utilise key theoretical models to develop the winning product strategy. This course is thought provoking and delegates will be encouraged to think outside of financial services when evaluating competitive threats and new product design.

Who Will Benefit?

This course is particularly useful for:

- Senior product managers
- Product development personnel
- Senior Marketing managers
- Strategy personnel
- Heads of marketing
- Distribution personnel
- Portfolio managers
- Heads of business units

This training course may contribute to your CPD (Continuing Professional Development) requirements.

What makes this program unique?

Uniquely the course is delivered jointly by John Clark one of the leading consultants in this area and Dr Bruce Perrott Professor of Marketing at UTS and expert in marketing strategy and product development. It combines theoretical models with the hands on experience and realities of managing and developing financial services products in today's environment.

Further information:

Email: executive.development@uts.edu.au

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Program

Day 1:

Product Management

- The current challenges in financial services
- Product management concepts
 - Classifying the product portfolio
 - Product life cycle
 - Product Positioning
 - Use of Ansoff matrix to evaluate risks
- Segmentation approaches
- Pricing principles
- Influence of brand on products
- Case Study Bank and Non bank
- Group workshop

Day 2:

New Product Development

- The key stages of new product development
 - The 10 rules of new product development
- Approaches to identifying opportunities
 - Customer needs mapping
 - The forces influencing competition
- Game Theory
- Developing concepts and assessing risks
- Case study in successful brand extension –Tesco's
- New approaches to embedding the customer throughout the NPD process

Course Details

2012 Dates

Duration

2 days (9am-5pm)

Price

\$2,145 (incl GST)
\$1950+\$195.00 GST)

Discounts

10% - UTS staff & students
15% - 3+ enrolments

Presenter

Dr. Bruce Perrott
John Clark

Location

City/Haymarket Campus

Max. Enrolments

30

Entry Requirements

None

Further Information

Tel: 02 9514 3504
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UTS:SHORT COURSES

www.business.uts.edu.au/edu

About the presenter

Dr Bruce Perrott *BCom(Econ), MBA, PhD*

Dr Perrott is interested in how business and marketing strategies are formulated, formalised and managed through to the implementation phase. This interest is pursued through a broad range of activities including; the management of strategic projects; advice and consultation to senior management on strategic direction, methodology and process; setting strategies for profitable growth; education and management development on all aspects of strategic management and marketing.

John Clark

John has over 20 years experience in financial services and as a marketing and product strategy consultant he has advised many of the leading financial service organisations including Barclays, LloydsTSB and the Royal Bank of Scotland. He has also headed up marketing functions within NatWest, Goldfish and Lloyds TSB and his extensive retail banking experience covers the breath of transaction accounts, loans, savings, credit cards and insurances.

John is also a course director with Euromoney training and delivers specialised product and marketing training courses across Europe, Africa, the Middle East and Asia.

John likes to take the theories behind product management and development and apply an element of pragmatism based on firsthand experience. He also likes to look outside of financial services when using practical case study examples. This outward looking approach helps to generate thought provoking ideas and discussion from the delegates to help transform their business and give them the cutting edge in the work place.

UTS Financial Services Marketing & Sales - Masterclasses

