

Syllabus for M.Com (Banking & Insurance)

Course Name: Marketing of Financial Services

Semester: II

Course Code: 202

Marks Distribution: 20+80

- Unit- I: Meaning of Services: Services- Importance of service Marketing- Services Marketing, Environment (Political, Legal, Social, Cultural, Technology and Others)- Reasons for the growth of Service Sector- Differences between goods and services and their classification- Trends in the development of services in the Post reforms period.
- Unit- II; Services Marketing- Elements- Product, Concept and Levels- Pricing Methods- Advertising- Personal Selling- Publicity and Sales Promotion- Distribution.
- Unit:-III; Marketing of Financial Services: Introduction to Marketing of Financial Services- New Challenges- Special features of Service Marketing- Marketing strategies- Marketing services in banking field- Marketing Services in Mutual funds- Marketing Services in Insurance- Need for meeting global competition- Customer Satisfaction.
- Unit:- IV Introduction- Marketing of Banking Services- Marketing Mix of Banking Services, Product, Product Development, Promotion, Pricing, Place or Distribution Channels, Process, People Insurance Based Product Marketing- Market Segmentation, Retail Marketing- Internet Marketing- Consumer oriented Marketing- Ancillary services of marketing.
- Unit :- V: Introduction to Insurance Marketing- Marketing of Insurance products- Direct Marketing- Salesmanship in Insurance- Marketing Mix of Insurance- Intermediaries and Distribution Channels- Bancassurance- Bancassurance Schemes/ Products- The Marketing mix of Insurance Services (Product, Product Development, Promotion, Pricing, Place of Distribution Channels, Process, People) – Client service in Marketing Critical success factors for Insurance Marketing- Marketing strategies of Insurance Players in India- Marketing Strategies of prominent Insurance Players.

References Books:

1. M.K. Rampal, S.L. Gopal (20025): Service Marketing Concepts, Application and cases: Galgotia Publishing Company, New Delhi.
2. Hoffman: Services Marketing, 3rd Edition, Thomson, 2007
3. Mohan Rao R.L. Hyderabad: Financial Services- Text, Cases and strategies: Deep and Deep publications Pvt Delhi.
4. Gurusamy: Financial Services and Markets, Thomson, 2005
5. Owen stalson: Marketing Life Insurance: Mc Cahan Foundation Publications.
6. Avadhani V.A: Marketing of Financial Services: Himalaya Publications House.
7. Marketing Management- R.S.N. Pill Ai, Bhagwati S. Chand.