

MBA (Financial Services)

Programme	: MBA (Financial Services)
Course Code	: FSC215
Course Title	: Marketing of Financial Service Products
Number of Credits	: 4
Effective from AY	: 2020-21

Need of the Course	Financial services have global customers and understanding marketing of financial products plays a vital role in this dynamic environment. Adopting suitable marketing strategies in different markets is the key to a successful business.	
Description of the Course	Discuss marketing basics and its application to financial services markets. Throw light on the tools and techniques used for marketing research which facilitates managerial decision-making.	
Objectives of the Course	To familiarize the students with the concepts of marketing and its scope. Understanding the nature of services in developing the marketing mix. Comprehending different marketing strategies adopted in the banking industry Exposure to tools and techniques used for marketing of mutual funds and insurance products and other financial products in the corporate arena.	
Course Content		
Unit 1	: Basics of Marketing	12 Hours
Marketing Environment – Market Analysis – Market Segmentation, Targeting and Positioning. Marketing Strategies: Product strategies – Pricing strategies – Distribution strategies – Promotion strategies. Product life Cycle, New product Development. B2B Marketing – Marketing Planning and Control.		
Unit 2	: Service Marketing	18 Hours
Difference between goods and services – scope and nature of services – services marketing mix – Product Elements in services – Distribution in Services – Pricing and Revenue Management of services – Promotion and Communication in services – Designing and Managing Service Processes – Managing People for service Advantage - Constructing the Physical Service Environment. Importance of Customer Relationship Management - Service Quality and Productivity — Customer Loyalty		
Unit 3	: Marketing of Banking Services	10 Hours
Marketing strategies of Banking Services – Banking products and services; Distribution, Pricing and Promotion Strategy for Banking Services - managing People, Process and Physical Environment in banks. Attracting and Retaining bank customers. Marketing strategy of credit cards, debit cards, saving accounts and different types of loans. Case Studies on strategies by banks.		
Unit 4	: Marketing of Mutual Funds and Insurance Products and Securities	8 Hours
Mutual Funds and Insurance Markets in India and the Marketing strategies involved. Marketing of insurance products- Life and Non Life Products. Marketing of Pension Funds. Marketing of Securities – Shares, Bonds, Debentures, Gold ETF’s, and Commodities etc. ETFs used for disinvestments, Case Studies on promotion tools used to market financial securities.		

Pedagogy	: Case based analysis, assignments, field survey, project work
Reference/Readings	<ol style="list-style-type: none">1. Mary Ann Pezzullo, Marketing Financial Services (1978, Hardcover)2. Varshney & Gupta "Marketing Management" Sultan Publications3. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswar Jha Marketing Management: A South Asian Perspective, 14/e, Pearson Education.4. Zeithaml, Valarie A and Bitner, Mary Jo; Services Marketing: Integrating Customer Focus across the Firm; TMH, 6th edition, McGraw-Hill Education India Pvt.Ltd. 2016.5. Sinha and Sahoo (Eds.), Services Marketing Text and Readings, Himalaya Publishing House, Mumbai, 19946. Ravishankar, Services Marketing-The Indian Experiences, South Asia Publications, New Delhi, 1999.
Course Outcome	<p>Upon the completion of this course the students shall be able to</p> <p>CO1: Understand the concept of marketing</p> <p>CO2: Understand the scope and nature services marketing.</p> <p>CO3: Demonstrate an ability to create a services marketing plan or critically evaluate existing marketing strategies and tactics in the banking sector.</p> <p>CO4: Demonstrate an ability to create a services marketing plan or critically evaluate existing marketing strategies and tactics in Mutual Funds and Insurance Products and Securities.</p>