

FSO306 Marketing of Financial Services [4 Credits]

Learning Objective: The objective of this course is to familiarize the students with the basic concepts of marketing, its scope and application in the corporate arena specifically in Financial Services.

UNIT 1: Basics of Marketing (12 Hours)

Marketing Environment – Market Analysis – Marketing Research Segmentation and Targeting – 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 (12 Hours)

Difference between goods and services – Integrated Service Management – Product Elements Distributing Services – Pricing and Revenue Management – Promotion and Communication – Designing and Managing Service Processes - Constructing the Service Environment – Managing People for service Advantage – Service Quality and Productivity – Customer Relationship Management – Customer Loyalty

UNIT 3: Marketing of Banking Services (12 Hours)

Marketing of Banking Services – Banking products and services; Distribution, Pricing and Promotion Strategy for Banking Services; Attracting and Retaining bank customers. Marketing strategy of credit cards, debit cards, saving accounts and different types of loans.

UNIT 4: Marketing of Mutual Funds and Insurance Products (12 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.

UNIT 5: Marketing of Securities (12 Hours)

Marketing of Securities –Shares, Bonds, Debentures, Gold ETF's, Commodities .Case Studies on promotion tools used to market securities.

Suggested Readings:

1. Mary Ann Pezzullo ,Marketing Financial Services (1978, Hardcover)
2. Varshney & Gupta “Marketing Management” Sultan Publications
3. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswar Jha Marketing Management: A South Asian Perspective, 14/e, Pearson Education.
4. K. Nirmala, Anil Kumar, H.R Appannaiah, P.N. Reddy ,Services Marketing, Published by Himalaya Publishing House (2000)
5. Sinha and Sahoo (Eds.), Services Marketing Text and Readings, Himalaya Publishing House, Mumbai, 1994
6. Ravishankar, Services Marketing-The Indian Experiences, South Asia Publications, New Delhi, 1999