

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: B.Voc. (Banking and Finance)

Semester: III

MARKETING OF BANKING PRODUCTS AND SERVICES

Course Code: 18BVB305

No. of Hours:60

COURSE OBJECTIVES:

- To understand the factors influencing the marketing environment.
- To create awareness of how Banking Services and Products are marketed.
- To understand the marketing mix and marketing strategies are applicable to marketing banking services.

LEARNING OUTCOMES:

- To analyse the marketing mix and assess its suitability
- To formulate marketing mix for banking & financial services.
- To develop relationship marketing strategies.

UNIT 1: Introduction toMarketing:

10HRS

Definition, Nature, Scope and importance of marketing – approaches to the study of marketing – concepts of marketing – traditional and modern concepts of marketing – functions of marketing – marketing management functions. Difference between selling and marketing of bank products. Counter selling.

UNIT 2: Banking product and services:

8HRS

Types of deposits-fixed deposits-term deposits-time deposits-recurring deposits. Utility linked services-E-payment of bills and charges-issue of Standing Orders-Third party products

UNIT 3: Marketing Environment (micro and macro):

12HRS

Analysing need and trends in the Macro Environment – Demographic, economic, natural, technological, political-legal, socio-cultural environment. Market segmentation: Basis for market segmentation, requisites of sound marketing segmentation – market targeting strategies – Positioning – undifferentiated marketing – concentrated marketing.

UNIT 4: Service Marketing Mix Elements:

12HRS

Introduction: Marketing mix in services product/package, developing new service offering. Service product, place, and price, promotion. Extended marketing mix for services fifth P people or internal marketing. Sixth P process. Seventh P Physical evidence-role of physical evidence.

UNIT 5: Customer Relationship Management (CRM):

18HRS

Meaning, levels of CRM, information technology and CRM, Marketing Information system, implementation issues, challenges of marketing bank products. Meaning and use of artificial intelligence in marketing banking services- Front end and back end technology.

Relationship marketing, reasons for the development of relationship marketing, customer lifetime value, customer satisfaction and customer value, customer loyalty and Retention.

SKILL COMPONENT

- Conduct a market survey on a new service launched by a bank.
- Analyze the seven Ps of the service marketing mix relating to any service offered.
- Evaluate the brand building undertaken by private sector banks relating to any bank.
- Examine the ethical issues in home banking services.
- Explain the relevance of relationship marketing for banking products.
- Meet a customer relationship officer of a bank, discuss his role and prepare a report.
- Critically evaluate the relationship between sales and relationship management.
- Distinguish between marketing of liability products and loan products.
- Explain the relevance of Para banking products.
- Write a note on business intelligence, marketing of mutual fund products and insurance deposits (DICGC).
- Write a note on citizen charter

BOOKS FOR REFERENCE:

1. Bank Products and Services, Macmillan Publishers India Limited, 1st edition, 2010.
2. Relationship Marketing, Marks Godson, South Asia Edition, 2009
3. Services Marketing-The Indian Context, R.Srinivasan, PHI Learning Private Ltd, 3rd Edition, 2012.
4. Services Management, K.Venkatramana, Seven Hills Book Publications, 2008.