

**JYOTI NIVAS COLLEGE AUTONOMOUS  
SYLLABUS FOR 2019 BATCH AND THEREAFTER**

**Programme: M.Voc. (Banking and Finance)**

**Semester: IV**

**BANKING AND INSURANCE MARKETING**

**Course Code: 19MVB402**

**No. of Hours: 60**

**COURSE OBJECTIVES:**

- The objective of this course is to prepare the students to acquire required knowledge and skills for Marketing of Banking products and services.
- The course also looks into various aspects of service quality aspects of Bank Branches.
- To help the student understand the marketing process.

**LEARNING OUTCOMES:**

- It enables the students to get an overview on banking and insurance services.
- It helps the students to know the challenges faced by banker.
- It enables the student to get a bird eye view on bank marketing.

**UNIT I: INTRODUCTION**

**12 HRS**

Identification of needs-wants-Demands- Diagnosing various banking environments-Regulatory-cultural-Political-Economic-Public-Societycustomers- Employees- Retail banking in India- Drivers of retail banking, wholesale Banking- Retail banking products overview-customer requirements and -opportunities and challenges in retail banking

**UNIT II: DEVELOPING BANKING PRODUCTS AND SERVICES**

**14HRS**

Meaning, Importance and Functions - Marketing of Services - Product Research & Development - Test Marketing of Bank Products - Product Life Cycle - Product Modification - New Product Development Branding of Bank Products - Pricing of Bank Products and Services - Objectives, Strategies and Methods - Factors Influencing the Pricing Decisions-Importance of Pricing- Deposit pricing-Loan pricing-Pricing of services

**UNIT III: DISTRIBUTION AND PROMOTION**

**12 HRS**

Distribution - Factors Influencing - Direct and Indirect Channels of Bank Products - Physical Distribution - Channel Functions and Services - Role of Electronic Marketing Channels-ATMS-Debit Cards-Credit Cards-POS-Internet Banking-Mobile Banking-Vending Machines-Promotion - Promotion Mix and Role of Promotion in Marketing - Marketing Information Systems

**UNIT IV: MARKETING OF INSURANCE PRODUCT**

**12 HRS**

The marketing concept, marketing of insurance product, critical success factors for insurance Players, Distribution channels marketing strategies of insurance players n India.

## **UNIT V: INSURANCE INTERMEDIARIES**

**10 HRS**

Distribution of insurance products insurance intermediaries and their functioning, surveyors and loss assessors, third party administrators agents, brokers corporate agent.

### **PRACTICAL COMPONENTS:**

- Write a report and study the insurance marketing of products
- Identify the institution focusing on merchant banking service activities in India.
- Write a note on recent trends in merchant banking.
- Do analysis on any 5 cases with relation to merchant bankers.

### **BOOKS FOR REFERENCE:**

1. Insurance and Risk management, Dr. P.K. Gupta, Himalaya publishing House.
2. Insurance- Principles and practices – M.N. Mishra.
3. Lovelock, Christopher. Services Marketing, 7/e. Pearson Education India, 2011.
4. Retail Banking. Indian Institute of Banking and Finance, Macmillan India Ltd (2010/Latest).
5. Arora, Sangeeta. Marketing of Financial Services. Deep and Deep Publications, 2005.
6. Lovelock, Christopher. Services Marketing, 7/e. Pearson Education India, 2011.
7. Buttle, Francis, ed. Relationship marketing: theory and practice. SAGE, (Latest)