

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: IV
Syllabus with effect from : NOVEMBER 2012

Paper Code: UB04ECOM04	Total Credit: 3
Title Of Paper: Marketing of Financial Services	

Unit	Description in detail	Weighting (%)
1	Financial Services Environment Introduction, Factors Influencing financial services Environment Players in Financial Markets, Macroeconomic Aggregates in India	25 %
2	Strategic Issues in Services Marketing Market Segmentation & Targeting, Individualized Service and Mass Customization, Differentiation and Positioning of Services; Steps in developing a positioning strategy, Developing and maintaining demand & capacity.	25 %
3	Marketing of Financial Services Introduction, New Challenges Special features of service marketing, Basic bricks for Marketing Strategies Need for Meeting Global Competition, Customer Satisfaction	25 %
4	Marketing Applications in Select Financial Services: Banking Services, Mutual Funds, Insurance, Consumer Finance	25 %

Basic Text & Reference Books

- Financial Markets And Institutions – Dr.S.Guruswamy
- Marketing of Financial Services - V.A.Avadhani, Himalaya Publishing House
- Financial Markets And Services – E.Gordon, Dr.K.Natrajan, Himalaya Publishing House.

