

**SARDAR PATEL UNIVERSITY**  
**Programme: BCOM**  
**Semester: IV**  
**Syllabus with effect from : NOVEMBER 2019**

<b>Paper Code:</b> UB04DCOM24	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Marketing of Financial Services	

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

**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.Nat rajan, Himalaya Publishing House.

