

**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar, Gujarat**  
**(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))**  
**Programme: B.COM Semester: IV**  
**Syllabus with effect from the Academic Year: 2022-2023**

<b>B.COM. SEMESTER-IV</b>		
<b>Paper Code</b> UB04DCOM74	<b>Title of the Paper</b> Marketing of Financial Services	<b>Total Credit</b> 3
<b>Course Objectives</b>	To make student compatible to work in the area of Marketing of Financial Services	

<b>Course Description</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage</b>
<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>

\*Units will have the same Weightage in the evaluation as suggested in the course outline.

<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"> <li>• Lecture Method</li> <li>• Online Lectures</li> <li>• Group Discussion</li> <li>• Practical Problem Solving</li> </ul>
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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
<b>1.</b>	Internal/Written Examination	<b>15%</b>
<b>2.</b>	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	<b>15%</b>
<b>3.</b>	University Examination	<b>70%</b>

\* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

<b>Course Outcomes: Having Completed this course, the students will be able to</b>
<ul style="list-style-type: none"> <li>• To have conceptual clarity of Financial Services Environment and get knowledge about the players of financial markets.</li> <li>• To apply the principle of strategic service marketing and can analyzing various governments service marketing policies.</li> <li>• To know the new challenges in marketing of financial services.</li> <li>• The student can learn various types of marketing Applications in the financial services.</li> </ul>

<b>Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)</b>	
<b>Sr. No</b>	<b>References</b>
<b>1.</b>	Financial Markets And Institutions – Dr.S.Guruswamy
<b>2.</b>	Marketing of Financial Services - V.A.Avadhani, Himalaya Publishing House
<b>3.</b>	Financial Markets And Services – E.Gordon, Dr.K.Nat rajan, Himalaya Publishing House
<b>On-Line Resources available that can be used as Reference Material</b>	