

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocation (Banking and Financial Services)
Semester: I
Syllabus with effect from: June 2014

Paper Code: UB01CBVB02	Total Credits: 5
Title Of Paper: Marketing of banking services	

Unit	Description in detail	Weightage (%)
1	Introduction to Marketing Management: Introduction to service management Gaps model of service Quality Consumer behavior in service Segmentation targeting and positioning of services in competitive markets	25 %
2	Introduction to financial and banking services: Communication mix for services Pricing and revenue management Distribution of banking services Retail banking services Convergence of financial services in banking sector	25 %
3	Designing and managing of banking services: Demand management Planning of service environment Managing people for service advantage Impact of information technology on banking services	25 %
4	Managing relationship and building loyalty: Customer relationship management Services quality productivity and customer perception Organizing for service leadership Financial and economic Impact of service	25 %
	Practical:	
	Student should visit Any public or private bank or financial institution & look after and finalize the process of marketing of services which is given by banks or prescribed by the banks or financial institutions	

Basic Text & Reference Books:

- Principle of marketing – Philip Kotler
- Financial services – Shahshi K Gupta & Nisha Agarwal
- Services Marketing – Christopher Lovelock & John Wirtz
- Services Marketing – Valarie A Zeithaml Etal

