

Financial Service Marketing



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Financial Service Marketing

Unit I

Meaning and nature of services, classification of services, Customer Expectations and Perceptions; Defining and Measuring Service Quality (Servequal and Servepref); GAPs Model; Defining and Measuring Customer Satisfaction. (12 Hours)

Unit II

Services Design and Development; Service Blueprinting; Service Process; Physical Evidence and Servicescape. Pricing of services. (10 Hours)

Unit III

Services Distribution Management; Managing the Integrated Services Communication Mix; Managing Services Personnel. Marketing, (10 Hours)

Unit IV

CRM- Customer Relationship Management- Concept and principles, Relationship Building strategies, Banking services and Insurance Services. Services Marketing in Banking and Insurance emerging trends in financial services retailing

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