

MARKETING OF FINANCIAL SERVICE



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Description

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MARKETING OF FINANCIAL SERVICE

Unit I

Management of financial services, understanding the financial products, overview of various financial services in India, Marketing of Financial services: concept and need, marketing environment, consumer behaviour and marketing research. Problems and challenges in marketing of financial services.

Unit II

Identifying marketing segments and targets, positioning of financial services, product design and development, product mix: , different types of loans, credit cards, debit cards, pension funds, fixed deposits, mutual funds, insurance products etc. Pricing strategies for financial and banking services, types of pricing, Attracting, Developing and Retaining customers.

Unit III

Marketing Communication, communication mix for financial services: Advertising, Sales Promotion, Public relation, Personal selling, and On-line marketing. Distribution strategies of financial services, Multiple channel strategies, problems and challenges.

Unit IV

Customer care: The dimensions of customer care; Service quality and Service recovery. Ethical issues in the marketing of financial services: Ethics in relation to the individual and society as a whole, Unethical behaviour in marketing of financial services: Misrepresentation, Misleading information, Discrimination, Use of IT – pros and cons.