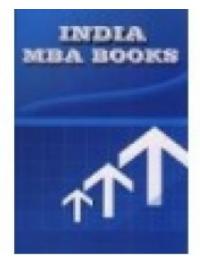
# BANKING AND INSURANCE MARKETING



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**Unit-4** Promotion mix, managing the sales force, selling process, selling skill, distribution strategy with reference to banking and insurance sector.

**Unit-5** Delivery of services, the process and measurement ,understanding of service quality and building customer relationship. Case studies from Banking & Insurance sector