

CP-206 : MARKETING OF FINANCIAL SERVICES

Unit-I

Introduction to financial services, Nature and Scope of Financial Services. Types of Financial Services ,Non-Banking Financial Companies: Function and Types.

Unit-II

Asset/Fund-Based Financial services; Leasing, Introduction to Equipment Leasing, Financial Evaluation of Leasing. Hire Purchase and Consumer Finance Factoring and Forfeiting, Bill Discounting, Housing Finance.

Unit-III

Venture Capital Financing Advisory Services.Mergers/Amalgamations and Aquisition/Takeovers. Credit Rating, Credit Cards, Microfinance, Stock Broking, E-Broking Regulatory framework for Financial Services, Recent Developments.

Unit-IV

Consumers Behaviour in Service, Encounter Environmental Issues, Positioning Services in Competitive Market, Financial Services; Product Development, Designing Communication, Mix for Financial Services, The Marketing Mix for Financial Services, Designing and Managing Financial Services.

Unit –V

Problems and Challenges in Marketing of Bank Services, Marketing of Insurance Services, Marketing of Allied Services; Mutual Funds, Credit Cards, Housing Finance, Personal Loans, Factoring Services, Quality issues in Financial Services, Pricing of Financial Services.

Suggested Readings

Bhalla V.K. Management of Financial Services.Anmol New Delhi, 2001.

Khan M.Y. Financial Services.TMH New Delhi 3rd edition 2004.

Bhole L.M. Financial Institutions and Markets TMH 4/e 2004

Gorden, E and Natrajan Emerging Scenario of Financial Services.

Clifford Gomez. "Financial Markets, Institutions and Financial Services" Prentice Hall of India.

Pathak V. Bharti. "The Indian Financial System". Pearson Education, Second Edition.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course. Cases of at least four Banks and other Institutions on Marketing Strategy will be discussed in the class