

<b>Program:</b> M. Com (Banking & Finance)			<b>Semester:</b> II		
<b>Course:</b> Marketing of Financial Products			<b>Code:</b> PGMCOMIBFMJ424		
<b>Academic Year:</b> 2024-2025			<b>Batch:</b> 2024-2026		
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	(20 Marks) 40%	(30 Marks) 60%

<b>Learning Objectives:</b>	<ul style="list-style-type: none"> <li>To explain the basic concepts of Financial Literacy and its role in making smart decisions with money.</li> <li>To Understand how to effectively use financial resources so as to earn good return on money invested.</li> <li>Ability to analyse banking and insurance products.</li> </ul>
<b>Learning Outcomes:</b>	<ul style="list-style-type: none"> <li>Learners will be able to Define the basic concepts of Financial Literacy and its various components.</li> <li>Learners will be able to Understand different investment avenues.</li> </ul>
<b>Pedagogy:</b>	Lecture, Case Studies, Presentation.

**Detailed Syllabus: (per session plan)**

**Session Outline for Marketing of Financial Products**

**Each lecture session would be of one hour duration (30 sessions).**

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration
I	<b>Marketing Concepts and Financial Products</b> <ul style="list-style-type: none"> <li><b>Fundamentals of Financial Marketing</b> <ul style="list-style-type: none"> <li>Definition and Scope of Financial Marketing</li> <li>Evolution of Financial Marketing Concepts</li> <li>Differences Between Marketing Financial Products and Traditional Marketing</li> </ul> </li> <li><b>Essentials of Financial Service Marketing</b> <ul style="list-style-type: none"> <li>Financial Services vs. Physical Goods</li> <li>Key Characteristics of Financial Services (e.g., Intangibility, Inseparability)</li> </ul> </li> </ul>	Lecture, Case Studies, Presentation	15 Lectures

	<ul style="list-style-type: none"> <li>○ Overview of the Marketing Mix for Financial Products (4 Ps)</li> <li>● <b>Overview of Financial Products</b> <ul style="list-style-type: none"> <li>○ Definitions and Features of Key Financial Products (e.g., Savings Accounts, Investments, Insurance)</li> <li>○ Classification of Financial Products (e.g., Retail vs. Institutional)</li> </ul> </li> <li>● <b>Strategic Marketing of Financial Products</b> <ul style="list-style-type: none"> <li>○ Market Segmentation and Targeting Strategies for Financial Products</li> <li>○ Distribution Channels and Their Roles in Financial Product Marketing</li> <li>○ Pricing Strategies and the Role of Regulatory Bodies in Financial Pricing</li> </ul> </li> </ul>		
II	<p><b>Digital Marketing Strategies for Financial Products</b></p> <ul style="list-style-type: none"> <li>● <b>Modern E-Marketing Strategies</b> <ul style="list-style-type: none"> <li>○ Key Concepts in Digital Marketing for Financial Products</li> <li>○ Benefits of Digital Marketing in the Financial Sector</li> <li>○ Effective Digital Marketing Tools: Content Marketing, Social Media, and Mobile Marketing</li> </ul> </li> <li>● <b>Application of Digital Marketing Techniques</b> <ul style="list-style-type: none"> <li>○ Fundamentals of Online Advertising Specific to Financial Products</li> <li>○ Techniques for Enhancing Customer Engagement and Building Trust Online</li> </ul> </li> </ul>	Lecture, Case Studies, Presentation	15 Lectures

## REFERENCE BOOKS

- I. Ennew, C., Watkins, T., & Wright, M. *Marketing financial services*. Routledge.
- II. Harrison, T. *Financial services marketing*. Pearson Education.
- III. La Londe, B. J., & Zinszer, P. H. *Customer service meaning and measurement*. National Council of Physical Distribution Management (NCPDM).
- IV. Meidam, A. *Marketing financial services*. Macmillan.
- V. Payne, A. *The essence of services marketing*. Prentice Hall of India Private Limited.

**Any other information:**

**Note: Latest edition of books may be used**