

B.Com. Semester V

CE 302 E MARKETING OF BANKING SERVICES

1. Introduction to Marketing Management; Introduction to service marketing;

consumer behavior in services; customer expectations and perceptions; Segmentation; targeting and positioning of services in competitive markets.

2. Introduction to financial and banking services; Communication mix for services;

Pricing and revenue management; distribution of banking services, Retail banking services; Convergence of financial services in banking sector;

3. Concept of marketing in retail banking- delivery channels in retail banking- -delivery models-customer relationship management in retail banking - Service standards for retail banking technology in retail banking.

4. Managing relationship and building loyalty; customer relationship management; Service quality, Productivity & customer perception; Financial and economic impact of service.

REFERENCES

1. Principle of Marketing by Phillip Kotler and Gary Armstrong, PHI, Sixth Edition. Delhi, India.
2. Services Marketing by Christopher Lovelock and John Wirtz, Pearson Education, Fifth Edition, Delhi.
3. Services Marketing by Valarie A Zeithaml et al., The McGraw Hill, Fourth Edition, NewDelhi.
4. Financial Services by Shashi K. Gupta and Nisha Agarwal, Kalyani Publishers.
5. Retail banking –by Indian Institute of Banking & Finance (IIBF)—A MacMillan publication