

Approved by the BOS in B.Com (Banking & Insurance) on 16-11-2024 Item No. 03

Tolani College of Commerce (Autonomous)

Programme: B.Com. Banking & Insurance Semester – V

**Title of the Course:
Marketing in Banking and Insurance**

**Syllabus for 4 Credit Course
From the Academic Year 2025 – 2026**

Name of the Course: Marketing in Banking and Insurance

Sr. No.	Heading	Particulars
1	Description of the course:	Marketing in banking and insurance is a vital element of the financial services sector, focusing on understanding consumer behavior, utilizing digital technologies, and developing customized offerings. This field also explores the concepts and applications of rural marketing and e-marketing, which are essential for driving growth within the industry.
2	Type:	Theory
3	Credit:	4 Credits
4	Hours Allotted:	60 Hours
5	Marks Allotted:	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
6	Course Objectives: 1. Ability to understand Introduction to Marketing 2. Ability to understand Introduction to Service Marketing 3. Ability to understand Consumer Behaviour 4. Ability to understand Rural Marketing and E-Marketing Concepts	
7	Course Outcomes: 1. Learners will be able to understand Introduction to Marketing 2. Learners will be able to understand Introduction to Service Marketing 3. Learners will be able to understand Consumer Behaviour 4. Learners will be able to understand Rural Marketing and E-Marketing Concepts	
8	Module I: Introduction to Marketing (15 Hours) Meaning, Definition, Importance, Marketing Mix, Market Segmentation, Marketing Strategy, Channels of Marketing, Marketing of Banking and Insurance Products, Marketing Research, Introduction, Process and Types.	
	Module II: Introduction to Service Marketing (15 Hours) Meaning, Concept, Evolution and Characteristics of Service Marketing. Need and Importance of Service Marketing, 7 P's of Services Marketing Mix, Service Marketing Mix Strategies for Banking and Insurance and Marketing Logistics.	
	Module III: Consumer Behaviour (15 Hours) Introduction to Consumer Behaviour, Consumer Expectations, Consumer Buying Behaviour, Role of Consumer in Service Delivery, Consumer Responses, Consumer Delight – Concept and Importance. Consumer Behaviour and Marketing Communications: Introduction, Marketing Communication Flow, Communication Process, Interpersonal Communication, Persuasive Communication, Source, Message, Message Appeals, Communication Feedback.	
	Module IV: Rural Marketing and E-Marketing (15 Hours) Rural Marketing -Concept and Scope ,Nature of Rural Markets , Attractiveness of Rural Markets ,Rural Vs Urban Marketing ,Characteristics of Rural Consumers ,Buying Decision Process ,Rural Marketing Information System ,Potential And Size of Rural Markets. Pricing Strategy, Pricing Policies, Innovative Pricing Methods for Rural Markets, Promotion Strategy, Appropriate Media, Designing Right Promotion Mix, Promotional	

	<p>Campaigns.</p> <p>Distribution- Logistics Management, Problems Encountered, Selection of Appropriate Channels, New Approaches to Reach Out Rural Markets – Electronic Choupal Applications.</p> <p>E-marketing: Scope, Benefits and Problems, E-marketing Techniques, Internet Marketing, Digital Marketing and E-marketing</p> <p>E-Marketing Mix Strategy , Introduction, Objectives, the 4Ps in E-Marketing</p> <p>Additional 3Ps in E-Marketing of Services, the 2P+2C+3S Formula in E-Marketing</p>
9	<p>References Books:</p> <ol style="list-style-type: none"> 1. Dr. Rajeev Kumra “Consumer Behaviour” – 2010 2. R. N. Kothari “Banking and Financial Services in Rural India” – 2019 3. Rajesh Kothari “Marketing of Financial Services” – 2020 4. Virendra M. Chaudhari “Marketing Strategies in Banking and Insurance” – 2020 5. Raj Kumar “Consumer Behaviour in Indian Banking Sector” – 2021 6. C.S.G. Krishnamacharyulu and Lalitha Ramakrishnan “Rural Marketing: Text and Cases” – 2021 7. Dr. A. N. Pankaj “E-Commerce and Banking” – 2021 8. Dr. R. Sathya “Digital Banking in India” – 2022 9. Macmillan “Principles and Practices of Banking” – 2023 10. Dr. P. Kumar “E-Marketing in Indian Banking Industry” – 2023 11. R.K. Uppal “Service Marketing in the Banking and Financial Services Industry” – 2023

Evaluation Pattern

Continuous Evaluation: 40%

Semester End Examination: 60%

The Continuous evaluation will consist of

	Total Marks
Assignment/Project Work/Presentation/Case Study	30
Online MCQ Objective Test	10

Semester End Examination Question Paper Pattern

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particular	Marks
Q-1	Attempt any Two of the following: (Module – 1) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-2	Attempt any Two of the following: (Module – 2) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-3	Attempt any Two of the following: (Module – 3) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-4	Attempt any Two of the following: (Module – 4) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks

Signature of Team Members

Sr. No.	Name	Signature
1	Dr. Ishtiyah Chiplunkar	
2	Ms. Neha Gupta	