

BANKING AND INSURANCE MARKETING



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BANKING AND INSURANCE MARKETING

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strategy, STP approach, differences between goods & services marketing, Marketing environment with references to Banking & Insurance in India. Customers expectation & orientation with references to Banking & Insurance in India.

Unit-2 The concept of Bank Marketing & insurance marketing, formulation of marketing mix for banking and insurance sector, Promotion strategy for banks and insurance sector,, relationship marketing, behavioural profile of customers, factors influencing customer behaviour , Basic problems in life insurance marketing.

Unit-3 Product, New product development process ,product life cycle, branding, methods of pricing and strategy with references to Banking & Insurance in India

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