Module A: The Role of Marketing

Module B: Customer Behavior and Market Segmentation
- Introduction- Consumer Behavior and Attitudes- Types of Market Segmentation- Segmentation of Retail vs Corporate Markets.

Module C: Branch Location and Distribution

Module D: Advertising and Communication

Module E: Product Development and Pricing

Module F: Marketing Strategies of Financial Institutions

Module G: Marketing Administration
- Administering the Marketing Programme- Administration of Retail V. Corporate Financial Markets. Future Outlook.

Module H: Marketing Research in Financial Institutions
- The Role and Functions of Marketing Research in Financial Institutions- The Research Methodology- Evaluating Marketing Research Programmes- Applications of Marketing Research in Financial Institutions.

Module I: Marketing of Financial Services in Bangladesh

References
1 Andrew, Kenneth. Bank Marketing Handbook.
3 Kotler, Marketing Management.