

Paper 4: Marketing and Branding in Financial Services (MBFS)

Full Marks: 100

Module A: Basics of Marketing

- Marketing and the Marketing Process; Understanding Marketplace and Customer Needs; Designing a Customer-Driven Marketing Strategy; Preparing an Integrated Marketing Plan and Programme; Products, Services, and Brands; Building Customer Value; Service Marketing; Categories of Services; The Nature and Characteristics of Services, Expanded Marketing Mix for Services; Marketing Strategies for Service Firms; Managing Service Quality; Service Marketing and Financial Services.

Module B: Marketing Strategies and Planning for Financial Institutions

- Strategic Planning: Definition, Steps, Defining Marketing's Role-Portfolio Analysis, Analyzing Current Business Portfolio; Developing Strategies for Growth or Downsizing Planning Marketing: Partnering to Build Customer Relationships-Value Chain and Value Delivery Network; Service Meaning; Service vs. Customer Service, Categories of Services; The Nature and Characteristics of Services, Marketing Strategy and The Marketing Mix for Financial Institutions-Corporate and Retail; Managing Service Quality-Importance and Dimensions

Module C: Customer Relations, Expectations and Building Customer Value

- Consumer Behavior, Building Customer Relationships; Relationship Marketing – Goals, Benefits; Foundations for Relationship Strategies; Customer Relationship Management; Designing a Customer-Driven Marketing Strategy; Market Segmentation, Targeting; Differentiation and Positioning; Branch Location and Distribution-Means of Distributing Bank Services, Locating Bank Branches; Meaning and Types of Service Expectations, Factors Influencing Expectations of Service, Customer Perceptions – Satisfaction vs. Service Quality, Using Marketing Research to Understand Customer Expectations.

Module D: Pricing and Product Development in Banks and Financial Institutions

- Pricing Strategies for Financial Institutions - Deposit and Loan Products; Other Internal and External Considerations affecting Price Decisions; Product Development and Segmentation - Special Features of Product Development, Product Development Strategies, and Implications of New Technologies for Bank Product Development.

Module E: Branding: Building Customer Value in Banks and Financial Institutions

- Branding in Banks - Brand Equity, Brand Equity Models, Brand Value, Branding and Differentiation Strategies, Brand Positioning-Points-of-Difference (POD) and Points-of-Parity (POP), Brand Development, Branding Strategy-Building Strong Brands.

Module F: Marketing Channels: Delivering Customer Value

- The Nature and Importance of Marketing Channels; Channel Designing and Management Decisions, Selecting Bank Branch Location (Application of Geographic Information System) and Distribution of Banking Services, Alternative Delivery Channels: ATM/Fast Track, Internet Banking, Mobile Banking, Agent Banking, Call Center, E/M-Wallet and Apps Based Banking.

Module G: Marketing Communications Strategy

- The Promotion Mix; Integrated Marketing Communications; Digital Marketing-Concepts, Methods, Channels, Strategies, Steps in Developing Effective Marketing Communication; Marketing Communication Strategy for banks and financial institutions.

References:

1. Kotler, Philip and Gary Armstrong. Principles of Marketing. Pearson Education, England.
2. Kotler Philip, K. L. Keller, A. Koshy, M. Jha. Marketing Management. Pearson Education, New Delhi.
3. Stanton William J., M. J. Etzel and B. J. Walker. Fundamentals of Marketing. McGraw Hill International Edition, New York.
4. Lovelick C, Wirtz J, Chatterjee J, Service Marketing, Person Education Inc. USA Zeithmal, Valarie A. and Mary Jo Bitner. Services Marketing. Tata McGraw-Hill, India.