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B.Com Honours | Semester V | Calicut University

SERVICES MARKETING IN BANKING AND INSURANCE

Course Code: COM5EJ304 • Module 4 Notes

Module IV: Insurance Marketing & 7 Ps Marketing Mix

Covers insurance marketing evolution post-IRDAI privatization, product policy taxonomy, target customer segmentation, and the expanded 7 Ps marketing mix for insurance products.

Unit 15: Insurance Marketing Concept & Indian Perspective

Creating awareness and converting insurance from a push product to a pull product. Growth driven by private insurers, digital aggregators (PolicyBazaar), and micro-insurance.

Unit 16: Comprehensive Insurance Policy Taxonomy

1. **Term Life Insurance:** Pure risk protection at lowest premium cost.
2. **Endowment & Whole Life:** Combines insurance cover with guaranteed savings return.
3. **ULIPs (Unit Linked Insurance Plans):** Dual benefit of life cover + equity market investment.
4. **Group & Health Insurance:** Corporate employee cover & medical expense reimbursement.
5. **Annuities & Pensions:** Guaranteed lifetime post-retirement pension income.

Unit 17: 7 Ps Marketing Mix for Insurance Services

Product (Tailored policy riders), Price (Actuarial premium rate), Place (Agents, POSP, Direct Web), Promotion (Emotional safety messaging), People (Empathic claim assessors), Process (Hassle-free claim settlement), Physical Evidence (Policy document, brand trust).

Practical Case Framework (7 Ps Marketing Mix for Insurance Services Matrix): Detail operational tactical elements across all 7 Ps for insurance service marketing.

7 Ps Marketing Mix Operational Matrix for Insurance Companies:

Marketing Mix P	Insurance Operational Tactics & Marketing Application
1. Product	Term Plans, Health Riders, ULIPs, Motor Comprehensive, Critical Illness Cover
2. Price	Actuarial Risk Premiums, No-Claim Bonus (NCB) Discounts, Annual/Monthly Premium Modes
3. Place	Agency Force, Corporate Agents, Bancassurance Branches, Digital Web Aggregators
4. Promotion	Emotional Protection Campaigns, TV Ads, Social Media Influencer Financial Literacy
5. People	Licensed Agents, POSP (Point of Sales Persons), Actuaries, Surveyors, Claim Handlers
6. Process	Digital Underwriting, E-Policy Issuance, Instant Cashless Hospitalization Approvals
7. Physical Evidence	Formal Policy Bond, Claim Settlement Ratio (CSR) Badges, Insurer Solvency Certificates