



B.Com Honours

Semester 5

Calicut University

SERVICES MARKETING IN BANKING AND INSURANCE

Course Code: COM5EJ304 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM5EJ304

Course Title: SERVICES MARKETING IN BANKING AND INSURANCE

Course Type: Major / Elective

Academic Level: 300 - 399

Credits: 4 Credits

Course Summary: This course is designed to provide students with a deep understanding of marketing strategies and practices specifically tailored to the financial services sector.

Module I: IBank Marketing

- **Unit 5:** Introduction–Bank Marketing–Concepts
- **Unit 6:** Indian perspective–Application of Marketing Principles in Bank
- **Unit 7:** Banker and Customer- Meaning and Definition- Relationship- Types of Deposits-Account Opening- Know Your Customer Guidelines
- **Unit 8:** Obligations of a banker- Garnishee Order- General and Special rights of a customer under Consumer Protection Act
- **Unit 3:** Users of Banking Services- Factors influencing the Behavior of Users
- **Unit 10:** Market Segmentation of Bank Marketing– Importance –Criteria–Marketing Mix for Banking Services.

Module I: ndustry at both domestic and

Module I: nternational Monetary Fund AnCAssignment CO5Develop an understanding about Foreign Exchange Market and types of transactions AnFIstructor- created exams / Quiz Assignment * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M) Detailed Syllabus:

Module I: IIInternational Exchange System

- **Unit 11:** Introduction – Exchange Rate – Fixed Floating Exchange Rates- Exchange Rate System - Prior to IMF Exchange Rate System - Under IMF
- **Unit 3:** Factors influencing Exchange Rates – Currency Exchange Rates - Classification of External Value of Rupee – Convertibility of Rupee – Recent Developments
- **Unit 5:** Balance of Payment - Definition – Components of Balance of Payment - Disequilibrium in balance of payments - Corrections of disequilibrium

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