

B. Com(Hons.): Semester VI DSE	
BCM632: MARKETING & SELLING OF FINANCIAL SERVICES	
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
Lectures: 4hrs/Week	Class Test – 12Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6Marks
	Attendance – 12 Marks
Credits: 5	End Semester Exam – 70 Marks

### Course Objective

The course is aimed at providing practical knowledge and understanding of the marketing and selling of financial products. The course emphasizes the practical application of marketing to promote financial services.

### Course Learning Outcomes

After completing the course, the student shall be able to:

- CO1: differentiate between macro and micro environments
- CO2: understand different types of market segments and how to segment the customers
- CO3: understand how to position a brand in customer's minds
- CO4: understand how to price financial products
- CO5: know about different types of sales and various sales techniques
- CO6: gain an insight in the area of handling the customer objections and how to close a sale successfully

<b>Unit I: Introduction</b>
Introduction to Marketing, Analysing the Macro Environment, Analysing the Micro Environment.
<b>Unit II: STP for financial products</b>
Segmentation, Targeting, Positioning of Financial products, fee based and fund based financial services
<b>Unit III: Marketing mix for financial products</b>
Developing the Marketing Mix, Introduction to Services Marketing, Communicating the Marketing Mix.
<b>Unit IV: Sales techniques in selling financial service.</b>
Different types of Sales, Various sales techniques in selling financial service
<b>Unit V: Objection handling, Closing a sale in financial products</b>
Objection handling, Closing a sale in various financial products

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### Suggested Readings

- The Financial Services Marketing Handbook, Evelyn Ehrlich, Duke Fanelli Wiley
- Marketing Financial Services, Mike Wright, Trevor Watkins · 2010 Taylor & Francis
- Financial Services Marketing: An International Guide to Principles and Practice, Christine Ennew, Nigel Waite, Roisin Waite · Taylor & Francis

### Additional Readings

- Financial Services Sales Handbook: A Professionals Guide to Becoming a Top Producer. Warren, C. T. Business-Expert Press. United States
- Key Account Management in Financial Services: Tools and Techniques for Building Strong Relationships with Major Clients. Foss, Bryan, Kogan Page, United Kingdom

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