

## COURSE DETAILS

Course Fee: ₹ 250/=

Duration : One Semester

Total Hours: 30

## ELIGIBILITY

III B.Com Cooperation

## GENERAL INSTRUCTIONS

- Classes will be conducted out of the Regular hours.
- Examination fee is separate for each semester.
- The duration course will be one semester.
- The course will constitute a maximum of 5 hrs per week.
- Minimum attendance of 75% is compulsory for appearing in examination.
- The registration fee and course fee are non refundable.
- After course completion student Certificate will be provided.

### Contact Details:

Sri Ranmakrishna Mission Vidyalaya  
College of Arts and Science, Coimbatore  
– 641 020  
Phone: 04222692461  
Website: [www.srmvcas.org](http://www.srmvcas.org)

## PRINCIPAL

Dr.R.Thangavel

## Course Coordinator

Dr.P.Karthikeyan

Assistant Professor

Department of Cooperation

Sri Ranmakrishna Mission Vidyalaya College of  
Arts and Science Coimbatore  
Cell -9677455037

## COURSE OBJECTIVES

- To Understand the Basic Knowledge of Marketing and Financial Services.
- To Learn the Concept of Insurance Marketing and Service Marketing.
- To Know about the Importance of Different Service Sectors.

**SRI RANMAKRISHNA MISSION VIDYALAYA  
COLLEGE OF ARTS AND SCIENCE (Autonomous)**  
(Reaccredited by NAAC With 'A' Grade)  
**SRKV Post,Periyanaickenpalayam,  
Coimbatore 20 Tamilnadu,India.**  
Web: [www.srkv.org](http://www.srkv.org)

## “CERTIFICATE COURSE ON SERVICES MARKETING”

2019 -2020



Organised by  
DEPARTMENT OF COOPERATION  
SRI RANMAKRISHNA MISSION VIDYALAYA  
COLLEGE OF ARTS AND SCIENCE (Autonomous)  
COIMBATORE-641 020.

**Sri Ramakrishna Mission Vidyalaya College of Arts and Science (Autonomous), Coimbatore**  
**PG and Research Department of Cooperation**  
**Certificate Course in Services Marketing**  
**Batch 2014 -2015**

**Learning Objectives**

- To understand the basic knowledge of marketing and financial services.
- To learn the concept of insurance marketing and service marketing.
- To know about the importance of different services sectors.

**Unit – 1**

**Marketing-** concept- importance- Advantages; **Services Marketing** – services- meaning and definition of services – components of services –importance of service marketing; **financial services** – the concept- justification for marketing the banking services – the users of banking services – significance of MIS to the banking organizations – bank marketing in the Indian perspective – banking products.

**Unit – II**

**Insurance marketing;** the concept- users of insurance services- Behavioural profile of users- various insurance company in India- insurance product- health insurance – product planning and development- market segmentation –MIS- the formulation of marketing mix for insurance organisation – insurance marketing in India environment.

**Unit – III**

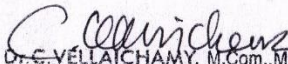
**Hospital and Tourism services;** introduction- hospital a conceptual framework – types of hospitals – emerging trends in Medicare- marketing Medicare- a conceptual framework- justification of marketing Medicare- marketing mix for hospital- strategic marketing for hospital; **tourism services:** tourism – the concept- tourism marketing- the concept- users of tourism services- market segmentation for tourism – MIS for Tourism – marketing mix for tourism- tourism marketing in Indian perspective.

**Learning outcomes**

- Understood the marketing and financial services of Customer behaviour.
- Learned the marketing strategies of insurance products.
- Knowledge gathered of different services sector.

**Reference Books:**

1. Services marketing – S.M.Jha
2. Marketing of services – An Indian perspective Text & cases – Dr.SL.Gupta
3. Services marketing – Dr. L.Natarajan

  
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