

Strategic Marketing of Financial Services

5-7 June, 2017

Smart marketing strategies

The Indian economy is at the threshold of higher growth trajectory. India's GDP growth is already one of the highest amongst economies of the world. The financial services industry, as an integral part of Indian economy and an emerging and vital constituent of GDP, is on the brink of revolutionary transformation. Adoption of new technologies, as well as emergence of new entities in financial services does make it imperative for banks to think differently. **Banks and other financial institutions need a radical departure from the way they have marketed their financial services so far in order to be competitive and emerge as winners.**

To jump from slow / moderate growth to high growth orbit, they need to attain escape velocity. The program on Strategic Marketing of Financial Services that way ensures a comprehensive set of knowledge and skills pertaining to marketing of financial services to help institutions reach escape velocity and thus enter higher growth orbit.

Salient Features

- An intensive and practical 3-Day program spread over 12 sessions of 90 minutes each
- Participants will be divided into discussion groups in the beginning itself. Each group will be asked to select a marketing project focusing on a product or service and develop a holistic Financial Services Marketing (FSM) Strategy say for marketing of CASA deposits, retail loans, technology products etc.
- The idea is to cultivate ownership amongst participants of the entire program as they themselves decide the area in which they want to develop FSM Strategy.
- The delivery will be through a suitable combination of interactive classroom lecture focusing on a concept followed by group discussion ensuring application of concepts learned to real life identified area by the participants. This would be followed by another session of knowledge inputs and its application by the group.
- The whole programme pedagogy revolves around knowledge inputs followed by practical application at each stage by the participants.
- A final group discussion session will tie up the loose ends to impart coherence and continuity to various group discussion sessions and produce a holistic FSM Strategy in the identified area
- Each group will make a power point presentation for peer learning

Course Content :

- Concept of Marketing and Financial Services Marketing
- Consumer Behaviour
- Internal Marketing in Financial services marketing
- 7 Ps of Financial Services Marketing
- Service Quality and Delivery of Financial Services

Target Audience :

- Middle / Senior Level Managers, Branch Heads and Trainers in the financial services industry including banks, insurance companies, NBFCs, Asset Management Companies, Investment Firms etc.
- Anyone who needs to understand the emerging concept of Financial Services Marketing

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Duration, Venue & Accommodation :

- The 3-Day Residential Programme is scheduled during June 5-7, 2017 at IICA Campus, Manesar, Gurgaon.

Registration Fee:

Residential - Rs. 19,500/- (taxes extra as applicable) Per Participant.

This includes tuition fee, course material, 3 Night Stay (boarding and lodging) and other campus facilities.

Accommodation will be provided from the noon of June 4, 2017 to the noon of June 8, 2017.

The payment to be made to the "Indian Institute of Corporate Affairs" in the form of Demand Draft payable at New Delhi or through NEFT/RTGS. Kindly dispatch the duly filled registration form along with payment details through courier to Head, School of Finance, Indian Institute of Corporate Affairs, Plot No. P-6-7 & 8, Sector-5, IMT Manesar, Gurgaon - 122050 (Haryana).

Registration can also be made online by visiting IICA website www.iica.in. under Forthcoming Events Tab on homepage.

Bank Details:

Name of Beneficiary	Indian Institute of Corporate Affairs
Account Number	604810210000007
Account Type	SB10
Bank Details	Bank of India, Electronic Niketan, CGO Complex, Lodhi Road, New Delhi - 110003
Branch Code	6048
IFSC Code	BKID0006048
MICR Code	110013052

Program Faculty:

Prof Seth has been associated with the discipline of Financial Services Marketing (FSM) for over 37 years as a teacher, trainer, consultant and author, besides being an ex-banker and practitioner. He is Professor of Finance (currently Adjunct Professor) with IMI, Delhi which is a leading business school in India. Before this he spent over three decades in State Bank of India reaching to top executive rank of Chief General Manager. He has taught FSM to PGDM students at IMI, IIT Kanpur, IIFT, MDI Gurgaon, IIBF, State Bank Staff College etc. He has also authored a book, Marketing of Banking Services (Macmillan, 1997). His educational qualification includes B.Sc., MBA (with emphasis on marketing) and CAIIB. He has also participated in executive training programmes at Kellogg School of Management (USA), Duke Corporate Education of Duke University (USA), VISA Business School (Asia Pacific), Richard Ivey Business School (Canada), IIM Ahmedabad and IIM Lucknow.

Accommodation:

Indian Institute of Corporate Affairs is a center for excellence spread across a sprawling 14-acres campus. The Institute has one among globally best knowledge management systems consisting of excellent lecture theaters, conference rooms, auditorium, study areas, extensive library resource, fully equipped gym, two restaurants and 72 single seated hostel rooms for participants.

Nomination & Enquiries

The Nomination and enquiries may be addressed to :

- Satish K Mathur, Former GM, Canara Bank, Sr. Consultant, IICA,
Email : mathursk1255@gmail.com, +91-8175859618
- Rakesh Sharma, GM & Chief Learning Officer, Bank of Baroda, Course Director & Course Coordinator, Executive Director - Resurgent India Limited; Email : rakesh.sharma@resurgentindia.com, +91-8375080397