



Certified Financial Services
Marketing Professional
VS-1099

Vskills Certifications

Vskills Brochure



Certified Financial Services Marketing Professional

Certification Code VS-1099

Vskills certification for Financial Services Marketing assesses the candidate as per the company's need for marketing of financial services. The certification tests the candidates on various areas in managing service delivery process, implementing service marketing, financial management models and analysis which include the knowledge of consumer behavior, service process design and marketing, service quality and productivity, evaluating risks & returns, skills and strategies for financial management and analysis.

Why should one take this certification?

This Course is intended for professionals and graduates wanting to excel in their chosen areas. It is also well suited for those who are already working and would like to take certification for further career progression.

Earning Vskills Financial Services Marketing Professional Certification can help candidate differentiate in today's competitive job market, broaden their employment opportunities by displaying their advanced skills, and result in higher earning potential.

Who will benefit from taking this certification?

Job seekers looking to find employment in Banks, Private Equity (PE) firms, MNCs, Bancassurance companies and insurance companies or financial marketing departments of various companies, students generally wanting to improve their skill set and make their CV stronger and existing employees looking for a better role can prove their employers the value of their skills through this certification.

Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%). There is no negative marking in this module.

Fee Structure

Rs. 3,499/- (Excludes taxes)*

*Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

Companies that hire Vskills Certified Financial Services Marketing Professional

Financial Services Marketing professionals are in great demand. Companies specializing in financial service marketing are constantly hiring skilled financial services marketing professional. Various public and private companies, banks and insurance companies also need financial services marketing professional for their financial services marketing departments.

Table of Contents

1. Understanding service products, consumers and markets

- 1.1 An introduction to service marketing
- 1.2 Consumer behavior
- 1.3 Positioning services in competitive markets

2. Elements of service marketing

- 2.1 Creating the service product
- 2.2 Designing the communication mix for services
- 2.3 Pricing and revenue management
- 2.4 Distributing services

3. Managing the service delivery process

- 3.1 Designing and managing service processes
- 3.2 Balancing demand and capacity
- 3.3 Planning the service environment
- 3.4 Managing people for service advantage

4. Implementing service marketing

- 4.1 Managing relationships and building loyalty
- 4.2 Consumer feedback and service recovery
- 4.3 Improving service quality and productivity
- 4.4 Organizing for service leadership

5. Role of Financial Institutions and Services

6. Financial Management Models & Their Application in Financial Institutions

7. Evaluating Risks & Returns of Assets & Liabilities of Financial Institutions

8. Flow of Fund Analysis of the Borrowing lending behavior, interest rates analysis, interest rates, Yield curve, risk & inflation

9. Financial Management of Commercial Banks

10. Development Banks

11. Financial Planning & Financial Institutions

12. International Aspects of Financial Institutions

Sample Questions

1. The term EMI expands to _____.
 - A. Equal Monthly Installment
 - B. Equated Monthly Installment
 - C. Equated Monthly Initial Amount
 - D. None of the above

2. The cheque crossing is used for _____.
 - A. Crossing refers to correction to be done by Bank if any
 - B. Instruction for non-payment on counter by cash
 - C. Space to add detail by Bank
 - D. None of the above

3. The method used by banks for validating credit card is _____.
 - A. Photograph of customer
 - B. Online username
 - C. PIN
 - D. None of the above

4. The financial type used by annuity is _____.
 - A. Asset
 - B. Liability
 - C. Expense
 - D. None of the above

5. The value used by NPV for computation, is _____.
 - A. Present Value
 - B. Annuity
 - C. Perpetuity
 - D. None of the above

Answers: 1 (B), 2 (B), 3 (C), 4 (A), 5 (A)

Certifications

➤ Accounting, Banking and Finance

- Certified AML-KYC Compliance Officer
- Certified Business Accountant
- Certified Commercial Banker
- Certified Foreign Exchange Professional
- Certified GAAP Accounting Standards Professional
- Certified Financial Risk Management Professional
- Certified Merger and Acquisition Analyst
- Certified Tally 9.0 Professional
- Certified Treasury Market Professional
- Certified Wealth Manager

➤ Big Data

- Certified Hadoop and Mapreduce Professional

➤ Cloud Computing

- Certified Cloud Computing Professional

➤ Design

- Certified Interior Designer

➤ Digital Media

- Certified Social Media Marketing Professional
- Certified Inbound Marketing Professional
- Certified Digital Marketing Master

➤ Foreign Trade

- Certified Export Import (Foreign Trade) Professional

➤ Health, Nutrition and Well Being

- Certified Fitness Instructor

➤ Hospitality

- Certified Restaurant Team Member (Hospitality)

➤ Human Resources

- Certified HR Compensation Manager
- Certified HR Staffing Manager
- Certified Human Resources Manager
- Certified Performance Appraisal Manager

➤ Office Skills

- Certified Data Entry Operator
- Certified Office Administrator

➤ Project Management

- Certified Project Management Professional

➤ Real Estate

- Certified Real Estate Consultant

➤ Marketing

- Certified Marketing Manager

➤ Quality

- Certified Six Sigma Green Belt Professional
- Certified Six Sigma Black Belt Professional
- Certified TQM Professional

➤ Logistics & Supply Chain Management

- Certified International Logistics Professional
- Certified Logistics & SCM Professional
- Certified Purchase Manager
- Certified Supply Chain Management Professional

➤ Legal

- Certified IPR & Legal Manager
- Certified Labour Law Analyst
- Certified Business Law Analyst
- Certified Corporate Law Analyst

➤ Information Technology

- Certified ASP.NET Programmer
- Certified Basic Network Support Professional
- Certified Business Intelligence Professional
- Certified Core Java Developer
- Certified E-commerce Professional
- Certified IT Support Professional
- Certified PHP Professional
- Certified Selenium Professional
- Certified SEO Professional
- Certified Software Quality Assurance Professional

➤ Mobile Application Development

- Certified Android Apps Developer
- Certified iPhone Apps Developer

➤ Security

- Certified Ethical Hacking and Security Professional
- Certified Network Security Professional

➤ Management

- Certified Corporate Governance Professional
- Certified Corporate Social Responsibility Professional

➤ Life Skills

- Certified Business Communication Specialist
- Certified Public Relations Officer

➤ Media

- Certified Advertising Manager
- Certified Advertising Sales Professional

➤ Sales, BPO

- Certified Sales Manager
- Certified Telesales Executive

& many more job related certifications

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www.vskills.com