**YOUR NAME: ………………………………………………………………………………………………………………………………………………….**

**TASK 7 - MARKETING COMMUNICATION IN FINANCIAL SERVICES**

**CHOOSE THE BANK IN YOUR COUNTRY AND CHOOSE THE SEGMENT OF CUSTOMERS OF THIS BANK ACCORDING TO AGE (seniors, children, students, …) AND FILL IN THE TABLE!**

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| --- |
| **YOUR CHOOSEN SEGMENT: ???** |
| **MARKETING COMMUNICATION TOOLS IN FINANCIAL SERVICES** | **EXAMPLES** |
| **Advertising – ambassador, cooperative advertising, ambient media, indoor advertising** | ??? |
| **Sales promotion – tools, POP, sensory marketing** | ??? |
| **DM – nonadressable distribution, DRTV, direct mail, newsletters, …** | ??? |
| **PR – CSR, publicity, crisis communication, HR** | ??? |
| **Sponsorship – sponsorship fit, types** | ??? |
| **On-line marketing communication** | ??? |