

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!

YOUR CHOSEN SEGMENT: ???	
MARKETING COMMUNICATION TOOLS IN FINANCIAL SERVICES	EXAMPLES
Advertising – ambassador, cooperative advertising, ambient media, indoor advertising	???
Sales promotion – tools, POP, sensory marketing	???

Marketing of financial services

DM – nonaddressable distribution, DRTV, direct mail, newsletters, ...	???
PR – CSR, publicity, crisis communication, HR	???
Sponsorship – sponsorship fit, types	???
On-line marketing communication	???