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

**TASK 8 – ALTERNATIVE FORMS OF MC IN FINANCIAL SERVICES**

**FIND SOME EXAMPLES OF ALTERNATIVE FORMS IN MC OF FINANCIAL SERVICES IN YOUR COUNTRY AND FILL IN THE TABLE! USE ALSO PICTURES.**

|  |  |
| --- | --- |
| **ALTERNATIVE FORMS IN MC OF FS**  | **EXAMPLES** |
| **Ambient marketing**  | ??? |
| **Viral marketing**  | ??? |
| **Product placement**  | ??? |
| **Content marketing**  | ??? |
| **Green marketing**  | ??? |