**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** | ??? |