Integrated Marketing Communication Tools Analysis of City Bank
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Abstract:
In many market the availability of appropriate communication channel to customers can determine entry decision. When marketers do not understand and appreciate the values, tastes, geography, climate, superstitions, level of literary, religion, language or economic development of a culture, they fail to capture their target market. Product and service development must be informed by research regarding the availability of communication channels. Once the market offering is developed to meet target market needs, intended customers must be informed of the offering's value and availability. Often different messages are appropriate for different communication channels, and vice versa. The aim of this report is to analyze different marketing communication tools that are used by City Bank in order to understand the significance of integrated marketing communications. During this internship training of about two months I have gathered knowledge about the use of promotional activities of a financial institution. I have done my internship under City Bank's Retail Department. So in this report I have focused on Retail products only. City Bank is one of the oldest private Commercial Banks operating in Bangladesh. It is a top bank among the oldest five Commercial Banks in the country. The noble intention behind starting this Bank was to bring about qualitative changes in the sphere of Banking and Financial management. Today The City Bank serves its customers at home & abroad with 82 branches spread over the country & about three hundred overseas correspondences covering all the major cities and business center of the world. Over the years the Bank has expanded the spectrum of its services. The extensive and ever growing domestic network provides and carries various products and services to the doorsteps of millions. The key successful factors of City Bank are its creative strategies, broad understanding about market and proper implementation of marketing communication tools. The focus of the report is on the significance of integrated marketing communications used in different product categories of City Bank.

Description:
This thesis submitted in partial fulfillment of the requirements for the degree of Bachelor in Business Administration of East West University, Dhaka, Bangladesh.

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