

# Test Bank Marketing Management Kotler 14th Edition

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bank marketing as a specialized area in marketing management strategy is customer oriented and therefore requires the attributes of negotiation empathy and relationship management customer is always the king and often expresses satisfaction in his or her own terms the process of bank marketing management can be seen as the process of convincing the customer or prospective customer by the bank that he or she will enjoy its services it also involves building necessary credibility with the proof that others similar to the customer have already enjoyed the products or services this cannot be overstated because the importance of the banking sector in any economy derives from its role of financial intermediation provision of efficient payment system and supporting macroeconomic sustainability marketing entering behavior is about pleasant service attitude and delivery good marketing entering behavior is crucial to gauge or pretest the market in a quest to discovering what the customers or prospective customers already knew about the bank s products and services how much they knew and their experiences are foundational to the establishment of a beneficial relationship this diagnostic pretest marketing approach also has the advantage of identifying the cognitive or intelligence level at which the customers operate 131 respondents participated in the study conducted through the exploratory research design and the result showed positive relationship between bank marketing management and bank sustainability further study could examine the relationship between bad bank marketing management strategy and bank failures in nigeria to guide against the negative effect on the economy effective relationship management promotes superior quality service and banks can improve customer service delivery through exposing their employees to emotional intelligence training in terms of empathy resilience and honesty in bank marketing activities

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