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**Sixth Term Exam of the Module of English**  
**Financial Banking and Insurance L3**

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Based on what it has been dealt with in class and your previous knowledge, choose a service and build a fitting marketing plan. Your work must include the following:

**1-Content:**

- The chosen services must be in relation to either the field of **BANKING** or **INSURANCE**.
- Your marketing plan must include all the necessary information on your service i.e name, trademark, labeling...etc
- The presented marketing plan must include all the different segments of a Service Marketing Mix. Meaning, you should include:
  - The used rhetorical devices in your advertisement.
  - The demographical target of your service.
  - The ideal pricing and placing (market) for your service.

**2- Form:**

- All works must be in a pdf/word format ( Times New Roman, 12pts)
- Any sign of plagiarism will automatically disqualify the work.
- Students are required to individually hand the research papers.
- You must personally hand over the papers on Thur, May 21<sup>st</sup>, 2023 at 15h30 in Classroom 1 at the department of management; no papers shall be accepted afterwards.

