

**THE IMPACT OF EFFECTIVE MARKETING OF BANKING
SERVICES ON CORPORATE SUCCESS OF
COMMERCIAL BANKS**

**[A CASE STUDY OF AFRICAN INT'L BANK LIMITED]
A RESEARCH PROJECT PRESENTED IN PARTIAL
FULFILMENT OF THE REQUIREMENT FOR THE
AWARD OF A MASTER OF BUSINESS
ADMINISTRATION DEGREE IN MARKETING**

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FEBRUARY 2001

ABSTRACT

The aim of all business organizations is to survive through profit

Optimization occasioned by quality service and management.

Banking remains a service business in which only Banks with intimate knowledge and understanding of customers' business and banking

Requirements thrive and survive in a competitive economic environment. The era of armchair banking has become history.

The researcher delved into the study primarily to examine the impact of effective marketing of banking service on corporate success of commercial banks with particular reference to African International Bank Limited. It also considers whether there is a relationship between effective marketing services offering and increased customers' patronage of commercial banks.

Data collected through the use of questionnaires were compiled and analyzed in tables. It is evident from the study that customer satisfaction and patronage is essential for successful banking business and highly beneficial to the Management and staff of African International Bank Limited.