Title of Article: Using Marketing Performance Appraisal to Develop Bank Marketing Strategy

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Outlet: Journal of Management and Society, Department of Management Sciences LAUTEC, Ogbomoso, Nigeria Vol. 1 No.1 Date of Publication: 2008

Abstract: This paper presents different marketing strategies for bankers, suggesting that the selection of an appropriate strategy should be based on the internal conditions and external forces facing the firm. The selected strategy should then be implemented by a careful marketing plan. If a bank service marketing strategy is to be effective, due attention should be given to the marketing organizational structure and its department responsibilities. Finally the study suggests several alternative criteria for appraising performances that might enable bankers to evaluate the performance of the selected marketing strategy.