Topic: Marketing insurance products and services

Order Description

P​‌‍‍‍‌‍‍‍‍‍‌‌‍‍‍‍‌‍‌‌​rovide a brief context for an insurance organisation, or a division of an insurance organisation, with which you are familiar. For this insurance organisation or division of an insurance organisation: • Identify, for one significant product or service, the competitive position within a competitive environment. • Explain briefly, the marketing function's contr​‌‍‍‍‌‍‍‍‍‍‌‌‍‍‍‍‌‍‌‌​ibution to the competitive position for this product or service. • Analyse the effectiveness of the marketing function in contributing to the competitive position, for this product or service. • Make recommendations, based on your analysis, to optimise the effectiveness of the marketing function's contribution to the competitive position, for this product or​‌‍‍‍‌‍‍‍‍‍‌‌‍‍‍‍‌‍‌‌​ service.