



4D Training

945 – Marketing Insurance Products and Services

Who would benefit?

Individuals taking this Chartered Insurance Institute's examination.

Objective

To assist individuals with their revision study and examination preparation.

Content

- Clarify areas of concern in the syllabus
- Understand the role and operation of marketing in the insurance industry
- Understand marketing theory and concepts and their application to the insurance industry
- Analyse relevant information to develop a marketing strategy for insurance products and services
- Implement and deliver a marketing strategy
- Learn what the examiner is looking for
- Learn useful revision and exam techniques

Duration

One day

Pre-requisites

It is assumed individuals attending this course have studied the course book in its entirety.