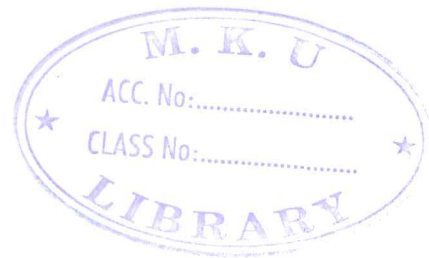


**THE EFFECT OF INTEGRATED MARKETING ON THE  
FINANCIALPERFOMANCE OF COMMERCIAL BANKS IN KENYA**

**A Case of the Kenya Commercial Bank (KCB)**



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## ABSTRACT

This project involved discovering how commercial banks have implemented integrated marketing and how this affects their financial performance, with specific reference of The Kenya Commercial Bank. The goal was to assess the different tools of integrated marketing, find out whether they have an effect on the financial performance of banks and how. These tools were mobile marketing; Internet marketing, sales promotion, advertising and public relations. The researcher used descriptive research design in collecting the data from the respondents. This design was preferred because it is concerned with answering questions such as how, what, whether, and does thus answering phenomenon in its current state. The data collection instruments that were used in the study were questionnaires, which were first pre-tested to determine their validity and reliability before being used in the study. The researcher used stratified random sampling procedure to select a sample of 80 that represented the entire population of 100. This procedure was preferred since all the target populations had an equal chance of being selected. The researcher recommended personal communication, email marketing, paying attention to what is new in the market and rewarding the loyal customers among others. The findings of the study will be useful to service industries and companies interested in applying technology and other marketing tools as integrated marketing strategy to improve and enhance their businesses. The research found that integrated marketing has an effect on the financial performance of commercial banks in Kenya.