**The Impact of Banking Marketing in Achieving Competitive Advantage for Banks**

**CHAPTER ONE**

* 1. Introduction
  2. The Research Problem
  3. The Research Hypotheses
  4. The Importance of Research
  5. The Research Objective
  6. The Research Structure
  7. The Research Methodology

**CHAPTER TWO**

**Basics of Banking Marketing**

**2-1** Definition of Marketing

2-2 The Development of the Marketing Concept

2-2-1 The Concept or Production Orientation

2-2-2 The Concept or Commodity Orientation

2-2-3 The Concept or Sales Orientation

2-2-4 The Concept or Marketing Orientation

2-3 The Importance of Banking Marketing

2-4 Characteristics of Service Marketing

2-5 Objectives of Banking Marketing

2-6 What is the Competitive Advantage in Banks

2-6-1 Definition of Competitive Advantage

2-6-2 The Importance of Competitive Advantage in Banks

2-6-3 Conditions for Effective Competitive Advantage

2-7 The Impact of Banking Marketing in increasing the Competitiveness of Banks

2-7-1 The Development of Banking Marketing

2-7-2 Diversifying Banking Services

2-7-3 Improving the Human Element

**CHAPTER THREE**

Data Analysis

Conclusions

Recommendations

References