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TITLE: The Study Of Marketing Mix Model In Insurance Sector In Turkey

ABSTRACT

The subject of this study is to examine traditional marketing mix components of insurance service, which is a social service, with extended marketing mix elements of which only developed in services. The reason to study this subject is that there were very limited studies in insurance on all marketing mix elements. The goal of this study is to determine some problems in insurance sector, to present implementation of insurance service marketing, and to prove strategies for insurance marketing in Turkey. In this thesis, available domestic and foreign literature have been used widely to explain the basic principles of insurance, marketing and insurance marketing technics, and the difficulties in insurance sector and of marketing.

Key Words: Insurance, Marketing, Service Marketing, Insurance Marketing