The Role of Integrated Marketing Communication (IMC), in the Islamic Banks in the Kingdom of Bahrain: A Descriptive Study

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Abstract

The present study aims to identify the reality of marketing communication and methods and study the impact of the integration process in the marketing communication and the methods adopted in the Islamic banks. The current study is based on a descriptive analytical approach surveying all six Islamic banks in Bahrain, and used the descriptive analytical method for the analysis of data through designing a special questionnaire for collecting data related to the marketing communication integrated in the banks during structured interviews. The most important findings of the current study are:

1. 50% of the banks involved in the current study are marketing through special sections within these banks, as opposed to 30% of these banks which have no departments or sections for private marketing. This finding varies from the result obtained by Osman Arab (2000) in his study, whose results showed that half of the companies sampled do not have administrative units specialized in marketing, advertising, or sales promotion, and that the financial allocations for the tools of communication are still deficient in most surveyed companies though commercial advertising ranks as top.

2. In 40% of these banks, responsible for marketing is solely the deputy or assistant general manager of the bank's manager, as opposed to only 10% of these banks in which the general manager of the bank is the one responsible for the marketing.

3. 30% of these banks have marketing departments, as opposed to 30% of these departments being called "Sales Management", in the sense that the departments concerned with marketing as well as sales at the same time.

4. 4.60% of these banks have their own public relations departments, as opposed to 20% who have public relations sections, with the same percentage for units.

The study also provides a set of recommendations and proposes future studies.