

A374_2016AbstractFulkLayne

Abstract

I began working at STAR Insurance Agency, a branch of STAR Financial Group, in May 2015. As a marketing major, I was able to thoroughly analyze how I felt the firm was doing in its marketing activities. Times are changing, and new trends and technologies are influencing nearly every industry, insurance is no exception. As the millennial generation continues to grow and develop, their need for insurance will expand. It is essential that STAR Insurance Agency make the changes necessary to compete in this evolving industry, or risk being left behind. I analyzed STAR's marketing strategy and put together a strategic marketing communications plan with recommendations for the agency.

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