

## **ABSTRACT**

This research discusses the concept of internal marketing and its effect on achieving banks' goals, through reviewing internal marketing literature and models.

The study suggests one internal marketing model to represent the hypotheses of this research which includes the most important factors of internal marketing.

These factors are: attraction and retention of competent employees, using marketing techniques internally, communication, training, incentives and service culture.

The hypotheses state that these factors lead to job satisfaction and organizational loyalty, influences staff's knowledge, attitudes and behaviour, affects invention , renovation of services, increases motivation, staff productivity, service quality and eventually customer satisfaction. In addition to the above, another hypothesis which is outside the framework of the model states that the vocational characteristics of employees do not affect their loyalty to their banks.

All the above hypotheses were proved except the one related to training, invention and renovation of services due to reasons discussed in the fourth chapter.

One of the most important results reached by the study is that internal marketing leads to the achievement of banks' goals through positively affecting staff behaviour, performance and morale.

The recommendations suggested include developing an integrated programme of internal marketing in banks generally, and recommendations specially directed to Sudanese commercial banks concerning internal marketing procedures based on the results of the study.