



University
of Economics
in Katowice



your place



your space



your future

Advanced Topics in Insurance Management

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Case



- Propose a multi-channel offer for the company (what channels, non-life products, how to organize underwriting and claim servicing). How to manage social media to improve their PR among customers
- Prepare slides for the manager (who likes clear messages) to present different insurance needs in terms of the coverage, distribution channel, servicing channels) for the following customers:
 - student renting the apartment
 - family with 3 children
 - single mum of a teenager
 - family of farmers leaving in rural area