

**Title of Article:** Marketing of Financial Services in the ECOWAS Sub-Region by Nigerian Banks: A Test Case for the Globalization of Nigerian Banking Industry.

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**Abstract:** In the light of the increasing importance of segmentation in the marketing of financial services, this paper argues that Nigerian banking industry can enter the global financial market with a strategy that incorporates both segmentation and globalization. To enable marketing of financial services succeed in an era of globalization. To enable marketing of financial services succeed in an era of globalization, this paper also suggests that the entire world can first be segmented into regions which now form the plank for globalization. This, it says, because market segmentation has been a fertile ground for financial services marketing for many years. The adoption of segmentation strategies within the financial services industry is a signs of the globalization of marketing. Thus, the Nigerian banking industry can make the ECOWAS sub-region its primary segment in its bid to globalize its marketing operations in the area of financial services.