

AIB Marketing Financial Services

(Registration deadline is one week prior to start date)

Marketing Financial Services looks at what motivates customers to purchase financial services and teaches you how to develop a successful marketing plan.

Price*	\$505 Nonmembers / \$405 Members	
Course Length	16 Weeks	
Course Credits	AIB: 3.0 ; ICB: 45 CFMP; ACE: See below	
Prerequisites	None	
Required Software	Adobe Acrobat Reader; Microsoft Internet Explorer Browser 7.0 or Mozilla Firefox 2.0 or higher	
Textbook - <i>updated!</i>	<i>Marketing Financial Services</i> , 7th Edition, 2009, ABA	
Start Date/Catalog #	February 16, 2010	3005428
	April 26, 2010	3005470
	July 26, 2010	3005519

Audience

All bank personnel responsible for conceiving or carrying out any phase of a bank's marketing efforts, including bank personnel in customer-contact and operations positions, management trainees, and persons entering banking at the mid-management level.

Learning Objectives

After successfully completing this program, you will be able to:

- Describe the stages in the marketing planning process
- List the four elements of the marketing mix as they apply to the marketing of bank services
- Recognize consumer motivation and buying behavior
- Identify key issues or strategies relating to banking products and the pricing, promotion and distribution of bank services
- Integrate public relations, advertising, sales promotion, selling, and service distribution functions in your bank's overall marketing plan
- Conduct situation analysis and formulate a master marketing strategy

ACE College Credit Recommendation

In the lower division baccalaureate/associate degree category, 3 semester hours in Banking or Bank Marketing.

* Registration for one or more courses that include accompanying textbooks will also incur a shipping & handling fee.

