

NAME: \_\_\_\_\_ Month/Day of Birth: \_\_\_\_/\_\_\_\_

Organization: \_\_\_\_\_

Email address: \_\_\_\_\_ Tel# \_\_\_\_\_

The Bank Marketing diploma is an ideal program for bank marketers who are relatively new to the profession. It also represents an excellent opportunity for those outside the marketing area who desire a solid background in marketing to support their current responsibilities (e.g., branch managers). Courses on financial and business planning provide essential business skills that experienced bank marketers have identified.

**REQUIRED COURSES:**

GRADE	DATE COMPLETED	COURSE	DELIVERY OPTIONS				
			L	W	SP	ILO	GL
		Marketing or Certificate in Digital Marketing or Marketing in Banking, Marketing Management and Marketing Planning	●	●		●	●
					●		
						●	
		Principles of Banking or Banking Fundamentals	●	●		●	●
						●	
		Written Communication or (Certificate in Business Communication may be applied as requirement for Written Communication)	●	●			●
					●		
		Balancing Priorities	●	●	●		●
		Ethical Issues in the Workplace	●	●	●		●
		Handling Workplace Conflict	●	●	●		●
		Meetings That Work	●	●	●		●
		Successful Sales Campaigns			●		
		Working Effectively with Co-Workers	●	●	●		●

L= Live    W=CFTEA Webcourse    SP= Self-paced Online    ILO = Instructor-Led Online    GL = Guided Learning

PLEASE CONTACT THE CFTEA OFFICE FOR CONFIRMATION OF COMPLETION WHEN APPROACHING COMPLETION OF A CERTIFICATE OR DIPLOMA