

NAME: _____ Month/Day of Birth: ____/____

Organization: _____

Email address: _____ Tel# _____



Develop the key skills essential to successful bank marketing. Discover best practices for developing a comprehensive strategic marketing plan, including setting objectives, implementing action plans, creating a budget, and evaluating ROI. Explore tactics to assess customers, markets, and opportunities. Learn how to better leverage social media to expand your reach and build your bank's brand. Gain insight into managing marketing activities from brand management to PR to digital marketing, and learn the key regulatory guidelines for bank marketing.

By completing the ABA Foundational Certificate in Bank Marketing curriculum, you'll strengthen your knowledge of marketing's role in a financial institution and within the banking industry as a whole

REQUIRED COURSES:

GRADE	DATE COMPLETED	COURSE	DELIVERY OPTIONS				
			L	W	SP	ILO	GL
		Marketing in Banking				●	
		Marketing Management				●	
		Marketing Planning				●	
		Marketing in a Digital World Social Campaigns: The Power of Facebook Leveraging LinkedIn Strategic Twitter Digital Campaigns: Search Engine Optimization Build Your Campaign Find Your Audience				●	
		Recognizing and Preventing UDAAP				●	

Facilitated Online: Four weeks each in duration, you can select your start date and log in at your convenience. Estimated learning time is approximately 3 hours per week.

Self-Paced Online: Learn at your own pace. Each course is 15-75 minutes in length.

The estimated time to complete the required courses is approximately 21 hours. You may select your start dates for each of the three required Facilitated Online courses after you have completed your Certificate purchase. Students have access to the curriculum for 1 year from date of purchase.

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