

AIB Bank Marketing Diploma

NAME _____

DATE _____
























In today's competitive environment, marketing is a critical function of banks. Bank marketing is a far-reaching discipline that includes advertising, business development, public relations, market research, product development, and service quality. Bank marketing is also responsible for developing current markets and identifying new ones. Marketing planning and strategy integrate the various bank marketing functions.

At the core of the AIB Bank Marketing Diploma is in-depth course work on marketing financial services, along with related topics such as event-based selling and successful sales campaigns. Courses on financial and business planning and on project management provide essential business skills that experienced bank marketers have identified as critical to the function. Supporting the marketing-specific core are courses in banking fundamentals, economics and business ethics.

The AIB Bank Marketing Diploma is an ideal program for bank marketers who are relatively new to the profession. It also represents an excellent opportunity for bankers outside the marketing area who desire a solid background in marketing to support their current responsibilities (e.g., branch managers).

Required Courses

Students must successfully complete the following courses. The Economics requirement may be met by transfer credit from an accredited college or university for a minimum of 3 credits.

Grade	Course	Delivery Options			
					
	AIB Principles of Banking				
	AIB Dealing Effectively with Co-workers				
	AIB Economics for Bankers				
	AIB Ethical Issues for Bankers				
	AIB Event-Based Selling				
	AIB Financial and Business Planning for Bank Marketers *				
	AIB Managing Time at Work				
	AIB Marketing Financial Services				
	AIB Project Management Fundamentals I and II				
	AIB Successful Sales Campaigns				

The AIB Bank Marketing Diploma meets the pre-certification education requirements for the Certified Financial Marketing Professional (CFMP) designation through the Institute of Certified Bankers (ICB).

*AIB Financial and Business Planning for Bank Marketers is available only as an AIB Online Course. This course replaces three course requirements for this diploma — Identifying & Leveraging Target Markets, Profitable Accounts and Budgeting for Bank Marketers. Students who have already taken Identifying and Leveraging Target Markets and Profitable Accounts through a Local ABA Training Provider must complete the budgeting lessons of Financial and Business Planning for Bank Marketers.

AIB Diploma Code: 36

Please note that for all students who began work on any AIB Diploma or Certificate on or after September 1, 2004 the new requirements will be enforced. However, to ease this transition, we will allow until December 31, 2007, for all students currently pursuing any diploma or certificate to complete that program under the guidelines that were in place when they began.

Legend



Correspondence Course



Self-paced Online Training



Classroom Delivery



Instructor-led Online Training



ICB Approved



Reference Materials