

# Bank Branch Management (BBM) Marketing\*



A practical guide to marketing of services of a bank

## Themes of this product:

- Understand the application of marketing principles to banks
- Discuss various strategies of effective CRM
- Understand the promoting and pricing strategy of banks

\* **Note:** This course can be customized to meet your Country / Region specific requirements.



# Bank Branch Management - Marketing

## Overview

This e-learning course on 'BBM - Marketing' is designed to help users understand the marketing aspect of services of a bank. Further, customer relationship management is also dealt in detail within the course.

## Course Level: Basic to Intermediate

Library of 3 Courses

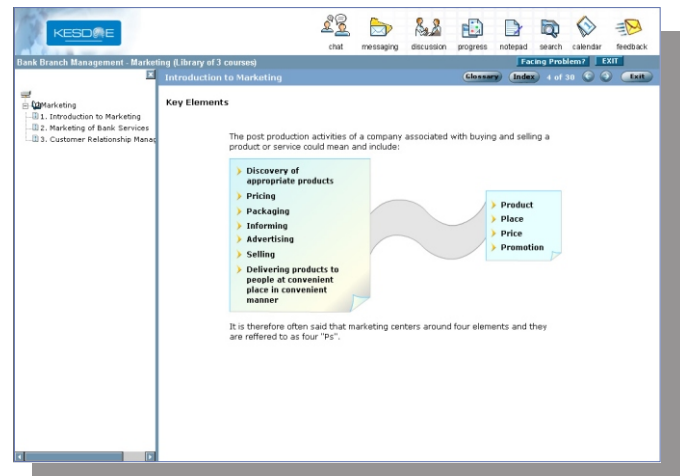
Duration of each course- 1.0 Hour

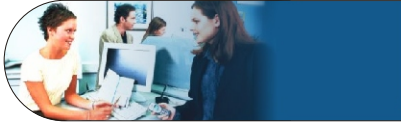
## On completion of this course, you will be conversant with:

- Essential elements of marketing of bank services
- Meaning of market research and its benefits
- Promoting and Pricing strategy of bank services
- Application of marketing principles to banks
- Three facets of customer relationship management
- Six elements of customer relationship management
- The phases of implementation of a CRM strategy
- The ten determinants of service quality

## Target Audience:

Those who are interested in understanding the marketing aspect of services of a bank.





## *Bank Branch Management- Marketing*

### **Library of 3 Courses** **Duration of each course- 1.0 Hour**

#### **1. Introduction to Marketing**

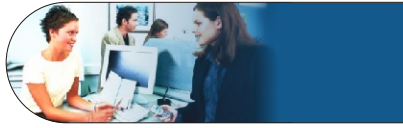
- The meaning of marketing
- The essential elements of marketing
- The concept of market research
- The benefits of market research
- The product characteristics
- The pricing strategy
- The methods of promotion

#### **2. Marketing of Bank Services**

- The meaning of services
- The differences between products and services
- The characteristics of services
- Marketing of bank services
- Application of marketing principles to banks

#### **3. Customer Relationship Management**

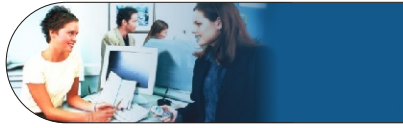
- The meaning of the term 'customer' and explain the importance
- Different types of customers
- Three facets of customer relationship management - customer acquisition, customer retention, and customer attrition
- Six elements of customer relationship management
- The phases of implementation of a CRM strategy
- The ten determinants of service quality



## Available Products

### KESDEE's Off-the-Shelf e-Learning Course Libraries

| Product Name   | No. of Courses        |
|--|-----------------------|
| 1. Asset Liability Management                          | Library of 28 Courses |
| 2. Liquidity Management and Contingency Funding Plan   | Library of 14 Courses |
| 3. Financial Institution Analysis - CAMELS Approach    | Library of 08 Courses |
| 4. Financial Mathematics                               | Library of 07 Courses |
| 5. Global Banking Supervision                          | Library of 15 Courses |
| 6. Capital Adequacy Planning (Basel I)                 | Library of 07 Courses |
| 7. Basel-II-University                                 | Library of 63 Courses |
| 8. Operational Risk Management – Basel II              | Library of 09 Courses |
| 9. Futures and Forwards                                | Library of 07 Courses |
| 10. Swaps  | Library of 07 Courses |
| 11. Options  | Library of 10 Courses |
| 12. Market Risk - Basic                                | Library of 08 Courses |
| 13. Market Risk - Intermediate                         | Library of 08 Courses |
| 14. Market Risk - Advanced                             | Library of 04 Courses |
| 15. Value at Risk                                      | Library of 16 Courses |
| 16. Credit Analysis                                    | Library of 13 Courses |
| 17. Credit Ratings                                     | Library of 03 Courses |
| 18. Counter party Credit Risk                          | Library of 09 Courses |
| 19. Credit Risk Modeling                               | Library of 06 Courses |
| 20. Credit Derivatives                                 | Library of 23 Courses |
| 21. Operational Risk Management                        | Library of 21 Courses |
| 22. Asset Securitization                               | Library of 28 Courses |
| 23. Asset Liability Management for Insurance Companies | Library of 29 Courses |
| 24. Anti-Money Laundering                              | Library of 06 Courses |
| 25. Financial Privacy                                  | Library of 06 Courses |
| 26. Corporate Governance                               | Library of 09 Courses |
| 27. Sarbanes-Oxley Act                                 | Library of 12 Courses |
| 28. Governance, Risk and Compliance                    | Library of 07 Courses |
| 29. Money Markets                                      | Library of 09 Courses |
| 30. Fixed Income Markets                               | Library of 17 Courses |
| 31. Equity Markets                                     | Library of 10 Courses |
| 32. Foreign Exchange Markets                           | Library of 09 Courses |
| 33. Commodity and Energy Markets                       | Library of 03 Courses |
| 34. CTM - Foreign Exchange Management                  | Library of 07 Courses |
| 35. CTM - Treasury Analytics                           | Library of 05 Courses |
| 36. CTM - Interest Rate Risk Management                | Library of 04 Courses |
| 37. CTM - Funding and Investments                      | Library of 05 Courses |
| 38. CTM - Implementation                               | Library of 04 Courses |
| 39. CTM - Case Studies                                 | Library of 05 Courses |
| 40. Understanding Financial Statements                 | Library of 02 Courses |
| 41. Budgeting  | Library of 05 Courses |
| 42. Management Accounting                              | Library of 07 Courses |
| 43. Financial Accounting                               | Library of 09 Courses |
| 44. Mutual Funds                                       | Library of 10 Courses |
| 45. Financial Planning                                 | Library of 09 Courses |
| 46. UCP600   | Library of 07 Courses |
| 47. International Trade Services                       | Library of 09 Courses |
| 48. BBM - Deposits                                     | Library of 04 Courses |
| 49. BBM - Advances                                     | Library of 07 Courses |
| 50. BBM - Marketing                                    | Library of 03 Courses |



## Available Products

### KESDEE's Off-the-Shelf e-Learning Course Libraries

| Product Name                                      | No. of Courses        |
|---|-----------------------|
| 51. BBM - Payment and Settlement System           | Library of 02 Courses |
| 52. BBM - Foreign Exchange Operations             | Library of 03 Courses |
| 53. BBM - Trade Finance                           | Library of 02 Courses |
| 54. BBM - Book Keeping and accounting             | Library of 03 Courses |
| 55. BBM - Ancillary Services                      | Library of 02 Courses |
| 56. BBM - Risk Management                         | Library of 03 Courses |
| 57. BBM - Technology and Security                 | Library of 02 Courses |
| 58. BBM - HRM and CSR                             | Library of 02 Courses |
| 59. BBM - Retail Banking                          | Library of 03 Courses |
| 60. Introduction to Bank Lending Environment      | Library of 07 Courses |
| 61. Basics of Banking                             | Library of 10 Courses |
| 62. Flotation                                     | Library of 04 Courses |
| 63. Project Valuation                             | Library of 03 Courses |
| 64. Trading Operation Controls                    | Library of 04 Courses |
| 65. Economics                                     | Library of 16 Courses |
| 66. Estate Planning                               | Library of 04 Courses |
| 67. Global Economic Crisis - Liquidity Management | Library of 07 Courses |
| 68. Brokerage Operations                          | Library of 01 Course  |
| 69. Risk Analysis                                 | Library of 05 Courses |

\* CTM: Corporate Treasury Management

\* BBM: Bank Branch Management

### Certification Tutorials

|  |                       |
|--|-----------------------|
| 1. ePRM Coach                          | Library of 68 Courses |
| 2. Associate ePRM Coach                | Library of 36 Courses |
| 3. eFRM Coach for FRM Part I Exam      | Library of 37 Courses |
| 4. eCoach for the CFA® Level I Program | Library of 76 Courses |

## Upcoming Products

KESDEE has the required technology platform to respond to clients training requirements in the banking and financial services industry. We offer several solutions, each developed with the guidance of creditable experts. Given below are few of the forthcoming products:

- Agricultural Finance



## GFTT

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