

AIB BANK MARKETING DIPLOMA



NAME _____

DATE _____

The AIB Bank Marketing Diploma is ideal 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).

At the core of the AIB Bank Marketing Diploma is in-depth course work on marketing financial services, along with related topics. Course project management provides 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.

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 Methods			
	AIB Principles of Banking				
	Dealing Effectively with Co-workers				
	AIB Economics for Bankers				
	Ethical Issues for Bankers				
	Managing Time at Work				
	AIB Marketing Financial Services				
	Project Management Fundamentals				
	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 Diploma Code: 36

AIB

LEGEND	Self-paced Online Training	Classroom Training Materials	Instructor-led Online Training	Reference Materials
	Learning Extensions	Licensing Available	Correspondence Course	ICB Approved