

## MAKING MARKETING A STRATEGIC FUNCTION IN BANKING

### Overview

In the contemporary banking sectors, effective marketing of banking products and compliant advertising practices are paramount to thrive amidst competition and regulatory requirements. This training programme is essential as it equips bankers with the skills to understand customer needs, optimise product portfolios, and drive revenue growth through targeted marketing strategies. By navigating advertising regulations and monitoring campaign effectiveness, bankers can enhance brand visibility, build customer trust, and contribute to the overall success and profitability of their institutions. This training not only fosters professional development but also ensures that bankers are equipped to leverage marketing as a strategic tool in enhancing the market position and reputation of banks in the evolving financial landscape.

The MBF Academy provides a first-class training course empowering professionals with the knowledge and skills needed to excel in marketing their products and services. This course will run for eleven days comprising the theoretical-empirical sessions alongside visiting Oxford city and the London Sightseeing Tour to complement the programme.

### Target Audience

This professional training course is well-suited for a diverse range of marketing and strategic professionals including marketing-strategic managers, product managers, customer experience managers, strategic planners, advertising-promotion teams, business development managers, academics and researchers. We welcome participants from various sectors to create a diverse, interactive and world-class learning environment.

#### ***Requirements:***

- Participants should ideally have at least 1 year of professional experience in their respective fields. This level of experience is recommended to ensure that all attendees can fully engage with the advanced topics covered and actively contribute to discussions;
- A moderate level of English (or higher) is required.

To maximise both the (1) effectiveness of the training course and (2) participants' learning experience, the MBF Academy aims to deliver the course in a dynamic and learner-centred environment. The invited leading experts will deliver relevant theoretical and practical sessions.

**Please note that places in this course are limited and tend to fill up quickly. We encourage interested professionals to register early to secure their spot. The registration deadline is the 10<sup>th</sup> of May, 2024.**

## Agenda

<b>June 25, 2024</b>	
17:00	Arriving at the London Heathrow Airport
<b>June 26, 2024</b>	
14:00-18:00	Bournemouth Sightseeing Tour
<b>June 27, 2024</b>	
9:00 am-13:00 pm  Coffee: 10:50am-11:10am  Lunch: 13:00-14:00	<p>Welcome and Orientation</p> <p><b>I. Understanding the UK Banking Landscape</b></p> <p><b>Module 1. Banking Regulatory Framework in UK</b></p> <ol style="list-style-type: none"> <li>1.1 An Overview of the Financial Conduct Authority (FCA) and Prudential Regulation Authority (PRA)</li> <li>1.2 Key Players in the UK Banking Market</li> <li>1.3 The Role of Building Societies and Credit Unions</li> <li>1.4 Regulatory Differences (UK vs. Uzbekistan): Banking Products and Services Comparison</li> </ol> <p>Group discussions: Comparing the banking systems in UK and Uzbekistan</p>
<b>June 28, 2024</b>	
9:00am-13:00pm  Coffee: 10:50am-11:10am  Lunch: 13:00-14:00	<p><b>II. Marketing Banking Products</b></p> <p><b>Module 2. Introduction to Marketing in Banking</b></p> <ol style="list-style-type: none"> <li>2.1 Overview of marketing concepts in the banking sector</li> <li>2.2 Importance of effective marketing for banks</li> <li>2.3 Understanding customer needs and market trends</li> </ol> <p><b>Module 3. Banking Product Portfolio</b></p> <ol style="list-style-type: none"> <li>3.1 Overview of common banking products (savings accounts, loans, credit cards, etc.)</li> <li>3.2 Identifying target customer segments for various products</li> <li>3.3 Competitive analysis of banking products</li> </ol> <p><b>Module 4. Developing Effective Banking Product Strategies</b></p> <ol style="list-style-type: none"> <li>4.1 Product positioning and differentiation</li> <li>4.2 Pricing strategies for banking products</li> <li>4.3 Cross-selling and upselling techniques</li> </ol> <p><b>Module 5. Promotional Strategies for Banking Products</b></p> <ol style="list-style-type: none"> <li>5.1 Types of marketing channels (digital, traditional, in-branch, etc.)</li> <li>5.2 Designing compelling marketing campaigns</li> </ol>
<b>July 01, 2024</b>	
9:00 am-19:00	London sightseeing tour.
<b>July 2, 2024</b>	
9:00 am-13:00 Coffee: 10:10am-10:25am 11:35 am-11:50 am  Lunch: 13:00-14:00	<p><b>III. Advertisements and Monitoring</b></p> <p><b>Module 6. Understanding Advertisement Regulations</b></p> <ol style="list-style-type: none"> <li>6.1 Overview of advertising regulations</li> <li>6.2 Compliance requirements for banking advertisements</li> </ol> <p><b>Module 7. Designing Effective Banking Advertisements</b></p> <ol style="list-style-type: none"> <li>7.1 Elements of successful banking advertisements</li> <li>7.2 Case studies and examples of impactful banking ads</li> </ol> <p><b>Module 8. Advertisement Monitoring and Evaluation</b></p> <ol style="list-style-type: none"> <li>8.1 Importance of monitoring advertising effectiveness</li> <li>8.2 Tools and techniques for monitoring banking advertisements</li> <li>8.3 Key metrics to track and measure advertising performance</li> </ol> <p><b>Module 9. Interactive Workshop: Developing and Analysing Advertisements</b></p> <p>Group activity: Creating sample banking advertisements</p>
<b>July 3, 2024</b>	
9:00am-19:00	Oxford sightseeing tour.
<b>July 4, 2024</b>	
19:00-21:00	Gala dinner.
<b>July 5, 2024</b>	
10:00 am	Departure for the London Heathrow Airport

\*All participants will receive their certificates upon completion of the training course.

## The training course venue

Bournemouth, nestled along the stunning southern coast of England, offers a unique blend of natural beauty, vibrant culture, and academic excellence. With its award-winning beaches, picturesque gardens, and lively entertainment scene, Bournemouth provides an inspiring backdrop for our training programme. Participants can immerse themselves in the town's bustling atmosphere, explore its charming streets lined with boutique shops and cafes, and unwind by the sea after a day of learning.



The training course will take place at the Executive Business Centre in Bournemouth, United Kingdom.



## Accommodation

Participants of the training course will be hosted by The Royal Bath Hotel ([www.royalbathhotel.co.uk](http://www.royalbathhotel.co.uk)), Bath Rd, Bournemouth BH1 2EW, UK. Opened on Queen Victoria's coronation day in 1838, The Royal Bath Hotel was Bournemouth's first ever hotel. The stunning hotel is ideally positioned (400 meters from Bournemouth Beach), allowing guests to visit the variety of attractions on offer, whilst also offering the opportunity to venture out on a peaceful walk along the promenade.



MBF Academy (company no. 14866243) is a limited liability company registered in England. MBF Academy's registered office is at 128, City Road, London, EC1V 2NX, UK



## The training course price

### **£2750 (UK POUNDS) PER PARTICIPANT<sup>1</sup>.**

This price (£2750 UK pounds) includes *an eleven-day training course* and the *transportation costs* (from London Heathrow Airport to Bournemouth on the 25<sup>th</sup> of June 2024 and Bournemouth to London Heathrow Airport on the 5<sup>th</sup> of July 2024). In addition, this covers the *accommodation costs* (standard room) of the participants at the Royal Bath Hotel (from the 25<sup>th</sup> of June to the 5<sup>th</sup> of July, 2024) as well as the *London and Oxford Sightseeing Tour costs* (the 14<sup>th</sup> of May 2024).

The MBF Academy covers breakfast and dinner costs at the Royal Bath Hotel (from the 25<sup>th</sup> of June to the 5<sup>th</sup> of July, 2024) and the Gala Dinner costs, Bournemouth, UK. ***For general queries about the training course, please contact us via Telegram/WhatsApp at +447895651543 or visit our website (mbfacademy.co.uk).***

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<sup>1</sup> The Terms and Conditions will apply.