

July 13 – 16, 2020
(Online course duration 10 hours)

Online Training Programme on Marketing for Branch Managers

(Focus: Retail and MSME)

Coordinator

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Bank Management
Pune, India**

Introduction

Effective marketing at branch level is very important in context of a bank's overall marketing success. Branch level marketing has its own challenges which vary across branches. Success in branch level marketing effort requires a range of interpersonal as well as marketing skills and specialized knowledge in developing strategies for business development. With the changes in customer behaviour, technological advancement and growing concerns on asset quality, there is a realization that branch banking will undergo a transformation. The role of digital customers is likely to influence branches to be technology-laden. Since many of routine tasks are migrating out of branches, it is likely that branches will focus on sales and service, with relationship banking playing a key role. Marketing strategies at branch level, therefore, have become crucial in generating revenue and developing long term customer relationships. Retail and MSME customers look forward to an engaging relationship with banks for which branches play an important role. Studies indicate that the segments which receive human touch at the branch remain not only loyal but also contribute to bank profitability. In this backdrop, the programme has been designed to improve branch performance by reenergizing branch marketing efforts with a focus on retail and MSME banking.

Inputs

Skills and strategies to develop branch business in the present scenario is the programme focus. Inputs on market planning, branch business potential, market segmentation, marketing strategies, and customer service will be provided. Retail and MSME segment marketing practices at branch level will be discussed along with inputs on current marketing practices of Customer Relationship Management, Analytics and Digital Marketing.

Objectives

- To understand the emerging scenario and its impact on branch banking.
- To help devise effective branch marketing strategies for business development
- To develop marketing perspective and skills in strengthening the branch Retail and MSME portfolio

Content

- ❑ Marketing strategies at branch level
- ❑ Marketing tools for branch banking- business profiling
- ❑ Business development strategies for Retail segment
- ❑ Business development strategies for MSME segment
- ❑ Leadership and Negotiation Skills
- ❑ Customer Relationship Management and Analytics
- ❑ Utilization of branch data for Marketing
- ❑ Digital Marketing
- ❑ Customer Service

Target Group

Branch Managers and branch officials working in the areas of retail and MSME business development

Modalities

This online course will have 10 hours of engagement time, which includes several self paced study and live interactions of participants. The courseware will include the following:

- I. Reading material for self-study, Case study or exercise material.
- II. Video sessions comprising of:
 - i. Recorded videos sessions on several topics.
 - ii. Live video sessions by faculty or guest lecturers, for discussions, clarification of doubt, etc.

Participants enrolled to the programme will be provided with login id and password to enter into the learning platform of the institute. Guidance will be provided for navigating through the various activities in the platform such as accessing courseware, viewing video sessions, participating in live sessions etc. The programme window will be open for maximum 4 days from date of commencement. Schedule for live session will be provided at the start of the programme. Executives attending the programme would need internet access on a desktop or laptop with Google Chrome to enable access to live and recorded sessions.

Completion Certificate

A completion certificate will be given to the participant at the end of the programme. Participant has to remain logged in for at least the total number of engagement hours within the duration of the programme for being considered to have completed the same.

Nominations and Enquiries

Nominations are invited from both Institutions and Individuals from India and Abroad. Executives working in Banks/Financial Institution/Consulting Firms/ Technology Firms in the Banking and Financial Services Domain can apply for the programme in their individual capacity.

Please address your enquiries and nominations to:

Dr Sarita Bhatnagar
Programme Coordinator
National Institute of Bank Management
NIBM Post office, Kondhwe Khurd
Pune 411 048, India

Tel. : 0091-20-26716000 (EPABX)
E-mail : sarita@nibmindia.org
Web : www.nibmindia.org

Last Date for Receiving Nominations: July 10, 2020

Programme Fee (per participant) for 10 hours programme

US \$ 500 for foreign participant

	Fee	GST	Fee+GST	TDS
Member Banks :	8400	1512	9912	840
Non-Member Banks :	10500	1890	12390	1050
Individual Nominee :	10500	1890	12390	----

The fee includes the cost of tuition, access to reading material and recorded videos, etc. (Central Goods and Services Tax (GST) @ 18%, and TDS @ 10%. Kindly send the TDS Certificate on priority to NIBM).

Mode of Payment for Indian Participants

- The fee may preferably be transferred by RTGS/NEFT/ECS to our A/c No. 20002400021 with Bank of Maharashtra, NIBM Branch, Pune (IFSC Code MAHB0001124). NIBM PAN No. AAATN0040P and GSTIN No. 27AAATN0040P1ZJ.
- National Institute of Bank Management
NIBM Post Office, Kondhwe Khurd, Pune 411 048, INDIA.

Mode of Payment for Foreign Participants

Mode of Remittance: SWIFT*

1. Name & Address of our Bankers : Oriental Bank of Commerce
C-2, Shop No. 4-5, Bramha Estate
Kondhwe Khurd, Pune 411 048
Maharashtra, India
2. Name of the Account : National Institute of Bank Management
3. NIBM's Bank Account No. with Oriental Bank of Commerce : Current A/C 11281131004402
4. Bank's Swift Code : ORBCINBBFCP
5. Oriental Bank of Commerce A/c No. with Correspondent Bank : 36152559
6. Preferred currency : USD
7. Correspondent Bank : CITIBANK N.A.
8. Swift code for Citi Bank : CITIUS33

*** The Foreign Bank Charges/ SWIFT charges/Commission is to be borne by the remitter. The fees mentioned in the invoice/brochure is to be paid to NIBM, net of all bank charges.**

***Payments will be accepted only through electronic mode.
Cheques/DDs/Pay Orders will not be accepted.**

- **For all electronic remittances, kindly send a confirmatory e-mail at: accounts@nibmindia.org giving details of the remitter and participant, name and dates of programme, etc.**