

Home Study

VBA School of Bank Management: Marketing 2020

Overview

During our discussion of Bank Marketing, we focused on four main ideas: Brand, Strategy, Crisis and Action. These components acknowledge the larger brand, while breaking down strategy into solution-oriented action steps, with the understanding that some elements are outside of our control. With this in mind, the Home Study will focus on finding a proposed solution to problem within your bank. In order to effectively find a solution, the bank's brand and current strategies must be considered, as well as any current or lingering crises. This action plan will be rooted in research and will consider the workload of the current organization. Although this plan does not need to be presented to management, the plan should be realistic and a project that could be completed in less than 12 months.

Specifics

This marketplace paper should be written to an executive-level supervisor, CEO, President, or Board Chair in a professional tone, without the use of personal pronouns (i.e. I, us, we). The paper should include **a paragraph for each bullet below** and will be approximately 3 pages. All support and research need to be documented on a separate Reference page. Note: The reference page could reflect APA citation or could simply be a list of the websites where information was found. If you use quotes within your paper, please introduce them (ex. Steve Jobs, CEO of Apple, said, "Quote.")

Elements to Include

- Introduction of the problem (Why Is It A Problem?)
- Discussion of the current brand (What Is It?) and how does it connect to the problem?
- Discussion of the current strategy (What Is It?) and how does it connect to the problem?
- Discussion of any current or lingering crises (What Are They?) and how do they connect to the problem? This might include outside research to understand the implications of the crisis.
- Based on all of the above, outline a solution for the problem, based on research.
- With the solution outlined, discuss a strategy for how the solution could be implemented and identify any challenges along the path.
- Conclude with a synopsis of the problem and solution and a call to action from the audience.

Due Date: March 1, 2021