

Action Assignment

VBA School of Bank Management: Marketing 2020

Due Tuesday, 7/28/20 by 2pm

As part of our Action discussion on Thursday, July 30, 2020, please submit a problem that you encounter within your bank. It could be a marketing challenge, navigating a crisis, or a product concern. Tip: Since I believe everything involves marketing, your challenges do not have to be assigned specifically to the marketing department.

An example problem is: Is the direct mail associated with our bank's credit card program still profitable?

In less than a sentence, provide your problem or challenge and we'll tackle first steps to solutions on Thursday. The goal is that you will better understand the tools that exist within your bank to solve any number of problems and you will be able to go back to your bank with first steps, new ideas and solutions.

[CLICK HERE TO SUBMIT YOUR PROBLEM](#) by 2pm on Tuesday, July 28.