

GSB 2024

STRATEGIC MARKETING SCHOOL



ALIGNING MARKETING AND RELATIONSHIP GROWTH WITH YOUR STRATEGIC PLAN

Receive a rebate of \$350
for second and subsequent
attendees from the same bank!

September 30 – October 4, 2024

Fluno Center for Executive Education
Madison, WI

This popular school from the Graduate School of Banking includes a mix of lecture, small group exercises and individualized application sessions to incorporate practical, hands-on content. The program's curriculum features two core areas of study—the business of banking and marketing management:

BUSINESS OF BANKING CURRICULUM

- Introduction to the Business of Banking
- Bank Performance Analysis
- Regulatory Environment
- The Future of Community Banking

STRATEGIC MARKETING CURRICULUM

- Strategic Marketing Planning
- Data Management and Research
- Marketing Metrics & Goal Setting
- Relationship Building Skills
- Marketing Budgeting and ROI
- Content and Digital Marketing
- Customer Acquisition Strategies
- Culture and Employee Engagement
- Customer Experience Management

"This was one of the most educational and collaborative 5 days I have been a part of. The content of the sessions was timely and relevant to today's bank marketer. The instructors went above and beyond with the sharing of their vast knowledge and resources to help each and every student grow. I will continue to recommend this school to not only Marketers, but to all lines of business."

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