

FINANCIAL MANAGEMENT

Chartered Market Analyst (CMA)

"The goal of this course is to provide you with diagnostic skills that can be immediately used upon return to your respective regional and international banks, marketing departments or agencies. You will learn to use demonstrated marketing strategies which will enable you to help your organization (or in the case of agencies – clients) compete in an increasingly competitive market. This course is also designed to enhance the documentation of marketing teams which will reduce planning time and enhance business cases to support new products and campaigns."

Certification Issued By

International Compliance & Anti-Money Laundering Society (ICAS - UK) The ICAS is one of the world's largest Compliance organization based in UK since 1956, premier provider of Anti-money Laundry and compliance training and education and consulting. Together with nearly 32,600 members, the ICAS is reducing business Anti-money Laundry worldwide and inspiring public confidence in the integrity and objectivity within the profession.

**Learning Outcome**

- ✓ Better comprehend the changing marketing environment for financial institutions in the Global Marketplace and Local region
- ✓ Understand the integral role of marketing in the development of new banking products and services
- ✓ Know how to deal with increased competitive pressure coming from the big global banks
- ✓ Understand customer behavior, segmentation and specific market and pricing strategies
- ✓ Learn how to position your institution to the most valuable high-net-worth Individuals
- ✓ Improve the components of effective relationship management
- ✓ Discover how to develop a multi-year marketing strategy for services and products in your organization
- ✓ Gain long term competitive advantage

Who Should Attend?

- ✓ Marketing Managers
- ✓ Marketing Practitioners
- ✓ Advertising and PR Agency Executives
- ✓ Customer Relationship Managers
- ✓ Product Line Managers
- ✓ Retail Banking Managers
- ✓ Sales and Promotions Managers responsible for services marketing

Eligibility Requirements

You are qualified to take this certification if you have any of the below requirements:

- ✓ Must have at least one year experience in related field
- ✓ Bachelors or Masters Degree

Course Parts

- ✓ Setting The Scene
- ✓ The Role Of Marketing
- ✓ The Changing Marketing Environment For Banks And Institutions
- ✓ Marketing Research For Management Decision Making
- ✓ Developing And Using Market Intelligence
- ✓ What Kinds Of Information A Company Needs
- ✓ Methods Of Gathering Information
- ✓ Managing Company Information
- ✓ Understanding Consumer Behavior And Its Impact On Marketing In The Services Arena
- ✓ Developing New Banking Products And Services
- ✓ Pricing Strategies
- ✓ Brand Marketing And The Marketing Mix
- ✓ Brand Management
- ✓ Designing The Marketing Mix
- ✓ Relationship Marketing And Customer Relationship Management
- ✓ Multi-Channel Relationships

How to Register?

- ✓ [Register Online](#) or
- ✓ Fill-up the [registration form](#) and visit the Institute, with the following requirements then pay the necessary fees.
 - passport copy
 - 1 copy of passport size photo
 - eligible certificate copy

Contact Us

TOLL FREE: 800 AIAL ME
800 2425 63

Tel: +971 4 29 44 001
Fax: +971 4 29 44 002
Mob: +971 55 895 1999
Email: info@aialme.com
Web: www.aialme.com

Address:

Arab Institute for Accountants & Legal
Office 1004, 1st floor Al Rigga Business Center
Ibis Hotel Building Al Rigga Road, Deira Dubai UAE