

Marketing Management School: Part 1 Project

Work with other participants to create a mock marketing plan and learn how to utilize the tools you pick up at the school. Beginning with the first session, and continuing throughout the week, you'll be asked to develop a project building on what you learn in each session. The ultimate goal will be to design a marketing campaign and launch for a credit union product of your choice. The product launch will be used to acquire new members from the community around the credit union. The consumers in this community are not aware of your credit union or that they can take advantage of the products you have to offer.

You will need to define:

- Your credit union name and location
- Your credit union's membership base
- The credit union product you will be marketing
- The demographics of the group you are marketing to and why you selected those demographics
- How you will position the product to differentiate the institution and the product from your competition
- The channels you will use to market the product and why you selected those channels
- Your plan should indicate how you are dividing the dollars provided in a set budget

As you move through each session, you'll define the parameters of the product campaign based on what you learn. For example, on Monday morning, you'll learn how to develop your marketing plan. Then, as you learn about digital marketing, design, writing copy, and the successful marketing strategies used by other credit unions you'll work with your team to incorporate those elements into your plan. You will end the week with a complete marketing plan and campaign for your new credit union product. The last session on Thursday will be your team's opportunity to present your plan to the mock credit union's board and senior management (actually you'll be sharing the plan with other Part 1 attendees - but this will be a great opportunity for sharing your work and participating in a peer discussion of each of the marketing plans). Past participants have shared that they've been able to use pieces of their mock marketing plan at their credit union.

FOR MORE INFORMATION

Visit training.cuna.org and choose *Schools & Conferences*.

PROGRAM CONTENT:

E-MAIL: training@cuna.coop

CALL: 800-356-9655, ext. 4249

REGISTRATION INFORMATION:

E-MAIL: reginfo@cuna.coop

CALL: 800-356-9655, ext. 4400

