RETAIL BANKING

SECTION LEADER: ROBERT D. DYE

DESCRIPTION
Retail Banking focuses on key trends, retail household profitability, delivery system strategies, building customer relationships and improving sales and service quality performance, identifying non-interest income and consumer lending opportunities - plus a variety of important retail banking issues from a strategic perspective.

Principal topics include:
- Channel Usage and the problem of “layered expenses”
- Key Trends and What to Expect Next in retail banking
- Key factors that impact household profitability
- Relationship Banking and factors that impact sales and service performance
- Identifying and implementing fee income strategies and opportunities
- Reviewing retail banking delivery systems and related new technology
- Managing the consumer lending process

PURPOSE
The strategic focus of the Retail Banking course is to provide information that is relevant in the retail banking environment. The course provides an important element of continuity between the first year marketing course and the second year curriculum.

The overall purpose of the Retail Banking course is to:
- Recognize strategies to improve your bank's profitability.
- Encourage bank managers to adapt practices that impact their bank's ability to develop and maintain profitable long-term multi-service relationships through relationship banking and improved sales and service performance.
- Challenge bankers to think about non-interest income as an increasingly important source of earnings for their banks.
- Prepare bankers to consider ways to take advantage of electronic delivery system "channel" alternatives.

OBJECTIVES
After successfully completing this course, students will be able to:
- Understand what to expect in retail banking, and why it is happening.
- Recognize critical action steps that their bank needs to take now.
- Identify six key elements to household relationship profitability.
- Describe steps some of the most progressive banks are taking to improve relationship banking and related sales and service performance.
- Audit and assess ten specific areas associated with non-interest income performance.
- Prepare a contingency plan to protect their customer base against aggressive competition.
- Identify opportunities to lift consumer loan portfolio balances while improving portfolio performance.
- Understand more about ways that alternative delivery channels can redefine the concept of convenience, and potentially impact their bank's customer base.

FEATURES
Lecture is the primary course teaching method. An intersession problem is used to reinforce key concepts and provide bankers with the opportunity to apply the concepts in their banks. The course provides students with useful long-term and immediate recommendations for applying techniques learned in this course.