Campus Programme

4 Days

May 4 – 7, 2026

Strategic AI-driven Digital Marketing in Banking

Programme Directors

Dr Sarita Bhatnagar

Dr Deepankar Roy



National Institute of Bank Management

Introduction

The banking and financial services sector is witnessing a disruption led by the advent of Generative and Agentic Artificial Intelligence (AI), including other advancing technologies. These include cloud, blockchain, API integration, and big data analytics in addition to Predictive modeling. The rapid increase in the proportion of digital transactions has transformed most banking operations and functions. Accordingly, marketing activities are also witnessing a change from traditional to digital modes. In order to match the impact of AI and other digital technologies on the customer and the ecosystem, banks need to innovate not only in terms of creating new products and services but also leverage their digital capabilities towards developing better marketing strategies. Technologies like AI, Machine Learning (ML), robotics, IoT, and APIs are bringing about a change in various aspects of customer onboarding, services, and products. Digital technologies offer banks the opportunity to perform better at all stages of marketing, right from acquisition up to retention, service delivery, and checking attrition. It has become a strategic priority for banks and financial institutions to reorient their marketing practices to successfully benefit from the said developments and also harness the immense potential of analytics and social media to build a brand that appeals to the tech-savvy digital customer segment.

Digitalization has provided the means to attain, engage, and make customers the advocates of bank brands. The treasure trove of customer information fuels the analytics-based marketing decisions that enable efficient targeting, segmentation, response, cross-selling and upselling. Structural and social bonds created by digital marketing and social media strategies lead to higher loyalty and better customer profitability. Proliferation and acceptance of digital products enhances operational effectiveness, cost-cutting, and customer convenience at the same time.

Against this backdrop, it becomes imperative for banking organizations to strengthen their AI - driven and digital marketing initiatives in the quest for competitiveness and customer-centric goals. The captioned programme on **'Strategic AI- driven Digital Marketing in Banking and Financial Services'** has been designed to equip participants with information about emerging technology-led marketing perspectives in banking. It will discuss the latest AI and digital products, services, and trends, as well as provide insights to develop marketing practices suitable for the digital era and discover ways of connecting with new markets. Inputs on Customer Relationship Management (CRM) analytics, Search Engine Marketing (SEM), mobile marketing, and social media marketing will also be provided.

Objectives

The aim of the programme is to enable participants to:

- Decipher the contours of AI -driven strategic digital marketing
- Gain insights for leveraging digital technologies for better marketing
- Exploit the latest tech trends of Generative AI, Agentic AI, ML, IoT, API and robotics for bank marketing
- Understand the core tools and technologies employed in digital marketing
- Grasp the application of analytics in bank marketing
- Develop a framework to design effective social media action plans

Contents

- AI-driven marketing in banking
- Digital banking products and services
- Search Engine Marketing (SEM), Search Engine Optimization (SEO) and Social Media Marketing (SMM)
- Customer Relationship Management (CRM): Customer journey mapping in the digital age, and use of digital tools for customer acquisition, customer retention and customer service
- Demonstration of big data analytics in bank marketing functions and social media marketing
- Emerging technologies for digital marketing: IoT, ML and API
- Cyber security, digital frauds, and countermeasures
- Action plan for successful digital and social media policies for banks and financial institutions

Pedagogy

The programme pedagogy will involve live interactive lectures, case discussions and group presentations, in addition to practical orientation through interaction with banking professionals and technology experts.



Completion/Participation Certificate

A completion/participation certificate will be given to the participant at the end of the programme provided he/she attends the programme for the mandated period of engagement.

Who Should Attend?

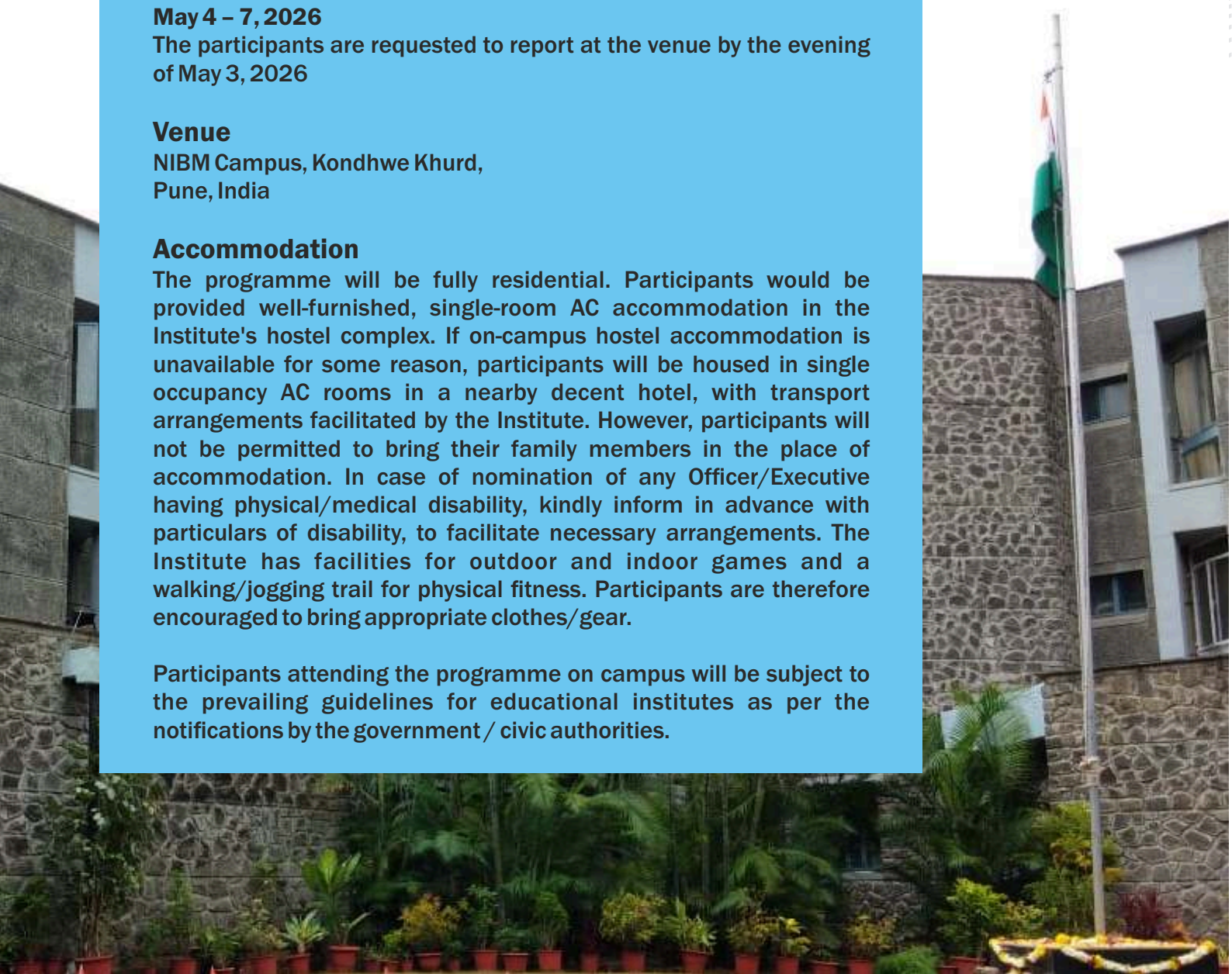
- The programme is designed for middle and senior officers from Marketing, Digital Marketing, AI based marketing, Digital Banking, Customer Relationship Management, Analytics, Social Media Marketing, Customer Experience, Customer Service, Retail Banking and IT Departments at the Head Office, controlling offices as well as branch officials.
- Business leaders and managers, CMOs, product managers, marketing managers, online marketing and software development executives, consultants, and digital and social media analysts can also participate on an individual basis.

Dates
May 4 – 7, 2026
The participants are requested to report at the venue by the evening of May 3, 2026

Venue
NIBM Campus, Kondhwe Khurd,
Pune, India

Accommodation
The programme will be fully residential. Participants would be provided well-furnished, single-room AC accommodation in the Institute's hostel complex. If on-campus hostel accommodation is unavailable for some reason, participants will be housed in single occupancy AC rooms in a nearby decent hotel, with transport arrangements facilitated by the Institute. However, participants will not be permitted to bring their family members in the place of accommodation. In case of nomination of any Officer/Executive having physical/medical disability, kindly inform in advance with particulars of disability, to facilitate necessary arrangements. The Institute has facilities for outdoor and indoor games and a walking/jogging trail for physical fitness. Participants are therefore encouraged to bring appropriate clothes/gear.

Participants attending the programme on campus will be subject to the prevailing guidelines for educational institutes as per the notifications by the government / civic authorities.



Nominations and Enquiries

Nominations are invited from both institutions and individuals from India and abroad. Executives working in banks/financial institutions/consulting firms/technology firms in the banking and financial services domain can also apply for the programme in their individual capacity.

Please address your enquiries regarding nominations and programme content to:

Programme Directors

Dr Sarita Bhatnagar

Associate Professor

Associate Professor with 14 years of executive training experience in areas including marketing of Banking Services, Digital Marketing, Customer Relationship Management, MSME segment marketing, branch-level marketing, and customer service. Having more than 20 years of teaching experience for post graduate programs, she holds PhD and M.B.A with specialization in Marketing.

Email: sarita@nibmindia.org; Tel: +91-20-6904 6130 (D); Mobile: +91-9049789049

Dr Deepankar Roy

Associate Professor

Dr Deepankar Roy is an Associate Professor in NIBM. He holds MTech in Computer Application from Indian Institute of Technology (IIT Dhanbad) and PhD in Payment Systems from Department of Management, Savitribai Phule Pune University, India. His research and training interests are in the areas of Digital Payments, FinTech, Blockchain Technology, Artificial Intelligence, Cyber Security and Digital Financial Inclusion. His research has been published in leading journals such as the Qualitative Research in Financial Markets, Journal of Risk and Financial Management, Economic and Political Weekly and Journal of Internet Banking and Commerce among others. He has more than 20 years of academic experience primarily revolving around corporate training, research, consultancy and teaching.

Email: d_roy@nibmindia.org; Tel: +91-20-6904 6136 (D); Mobile: +91-9890448546

Enquiries related to programme registration, accommodation, etc. may kindly be addressed to:

Programme Office

National Institute of Bank Management
NIBM Post Office, Kondhwe Khurd,
Pune 411048 (India)
Email: trainings@nibmindia.org / progofficer@nibmindia.org
Tel: +91-20-69046000 (Board) / 69046214 / 6166 / 6210 / 6211
WhatsApp: 7887884083 (Messages Only)
Website: www.nibmindia.org

REGISTER NOW

(In case of difficulty in accessing the link, kindly advise your IT department to whitelist nibmindia.org domain in the firewall)

Last Date for receiving nominations : April 24, 2026

Last Date to avail 'Early Bird Discount': April 19, 2026

Discounts for bulk nominations:
5% for 6-10 nominations
10% for 11-19 nominations
15% for 20 nominations and above

5% 'Early Bird' discount for nominations received at least 15 days before the start date.

Fees and Modes of Payment

FEE (Per Participant)	Fee (₹)	GST	Fee+GST	TDS
	US$ 1600 for foreign participant			
Member Banks	45000	8100	53100	4500
Non-Member Banks	52500	9450	61950	5250
Individual Nominee	52500	9450	61950	—



The fee includes the cost of tuition, teaching material, lodging facilities, etc. (GST @ 18 % and TDS @ 10%. Kindly send the TDS certificate on priority to NIBM).

As per the resolution of NIBM's 86th Finance Committee meeting held on January 31, 2023, all organisations / banks are required to make the full payment for all their nominations for the NIBM 'Executive Training Programmes / Workshops', prior to the commencement of the respective programmes / workshops. The Reserve Bank of India has given its consent for the same.

Note : Foreign Bank Charges/SWIFT charges/ Commission is to be borne by the remitter. The fees mentioned in the brochure is to be paid to NIBM, net of all bank charges.

Modes of Payment

For Indian Participants

The fee may be transferred by RTGS/NEFT/ECS to our A/c No 20002400021 with Bank of Maharashtra, NIBM Branch, Pune (IFSC Code MAHB0001124). NIBM PAN No. AAATN0040P and GST No. 27AAATN0040P1ZJ.

For Foreign Participants (Mode of Remittance: SWIFT)

1.	Name & Address of our Bankers	: Punjab National Bank C-2, Shop No. 4-5, Bramha Estate Kondhwe Khurd, Pune 411 048 Maharashtra, India
2.	Name of the Beneficiary	: National Institute of Bank Management
3.	NIBM's Bank Account No. with Punjab National Bank	: 11281131004402
4.	Bank's Swift Code	: PUNBINBBDIB
5.	Preferred Currency	: USD
6.	Correspondent Bank of Punjab National Bank	: WELLS FARGO BANK NA
7.	Punjab National Bank A/c No. with Correspondent Bank	: 2000193007918
8.	Swift Code with Wells Fargo Bank	: PNBPUS3NNYC
9.	IFSC	: PUNB0108810

For all electronic/digital remittances, kindly send a confirmatory email to accounts@ nibmindia.org giving details of the remitter, participant, workshop dates, title of workshop, etc.

Payments will be accepted ONLY through electronic mode. Cheques / DDs / Pay Orders will not be accepted.