

<p>Graphics</p>	 <p>The banner features a woman in a business suit writing in a notebook at a desk with a coffee cup. To the right, the text reads: "ABA Facilitated Online Training Courses" in large white font, followed by "High-quality, interactive, digital courses featuring group collaboration and a virtual instructor, with fixed start and end dates." in smaller white font. The ABA Training logo is in the bottom right corner, and a green "GET STARTED" button is at the bottom center.</p>
<p>Email Subject Line</p>	<p>Discover the ABA Facilitated Online Course Starting in August!</p>
<p>Body Text</p>	<p>Join an online course with group collaboration, instructor feedback and guidance, and fixed start and end dates. Facilitated online courses provide an opportunity to meet your learning goals with the benefit of a classroom, but in an online environment:</p> <ul style="list-style-type: none"> •Peer interaction in the learning community with the instructor and other students keeps you actively engaged and motivated •Experienced industry professionals provide frequent feedback and context to your learning •Convenient weekly schedule with no required meeting times means you decide when to work on course assignments <p>Marketing Planning August 14, 2023 – September 8, 2023 Member Price: \$300 (readings included)</p>

	<p>This four-week long, foundational course develops skills for preparing a comprehensive strategic marketing plan that follows best practices. Learn how to assess customers and trade area opportunities. Discover ways to integrate this information into a situational analysis - then create an action plan and develop a budget.</p> <p>https://content.aba.com/Search/Default.aspx?Member=m&Query=Marketing%20Planning&TP=calbankers</p>
Supplement Text	<p>Facilitated online courses feature an online learning community with fellow students, instructor guidance and feedback.</p> <p>Programs are continually reevaluated and refined to meet current needs and changes in the industry.</p>
All Facilitated Link	<p>http://latp.aba.com/?tp=calbankers&course=facilitated</p>