21st International Project Week 2019
20th – 24th May 2019

Lecturer: Pirjo Elo & Pia Väkiparta-Lehtonen

University/Company: Metropolia Ammattikorkeakoulu

Country: Finland

Millenials as consumers in the 21st century - better understanding them through marketing research

Content:
* Buying behavior theories and frames of reference
* Service and sales process design
* Product and service concepts
* Qualitative research methods
* Evaluating reliability of research information
* Reporting and presenting research results

Methods:
individual pre-assignment
interactive lecture
group assignments
workshop
field study
peer review

Competences and skills to be acquired:
After the course, the students will be able to:
* conduct small-scale qualitative marketing research projects and report the results of those
* evaluate the reliability of research information
* understand the customer-centric approach to service development
* develop a company's service offering to better meet the needs of the target group

Prerequisites:
pre-assignments completed

Language of instruction:
English

Recommended for:
Economics