18th International Project Week 2016
25th – 29th April 2016

Lecturer: Pia Väkiparta-Lehtonen
University/Company: Metropolia Ammattikorkeakoulu
Country: Finland

Customer Relationship Development

Content:
- Consumer behavior
- Environment, competitor, customer analysis frameworks
- Business analysis framework
- Applying and practising theoretical frameworks into chosen customerships

Methods:
Interactive lecture, project workshops, on-line research

Competences and skills to be acquired:
Strategic thinking, analytical and creative capabilities, linking theory and practice:
Student should understand and know how to:
- analyze customer behavior
- plan practical development actions based on these analyses
- develop strategic customerships and improve the service offering to meet customer needs.

Prerequisites:
Basics of marketing (incl segmentation, 7P)

Language of instruction: English

Recommended for: Economics