19th International Project Week 2017
15th – 19th May 2017

Lecturer: Pia Väkiparta-Lehtonen

University/Company: Metropolia Ammattikorkeakoulu

Country: Finland

Customer relationship development

Content:
- The buying behavior theories and frames of reference
- Service and sales process design
- Product and service concepts

Methods:
- Interactive lecture
- Guided assignments
- Project

Competences and skills to be acquired:
On completion of the course the students will be able to
- understand consumer behavior
- design development measures on the basis of the analysis and provide practical solutions to various situations

Prerequisites:
Basics of marketing

Language of instruction: English

Recommended for: Economics