Lecturer: Pia Väkiparta-Lehtonen

University/Company: Metropolia Ammattikorkeakoulu

Country: Finland

Customer relationship development

Content:
- Customer behavior and value.
- Theories behind consumer behavior and customer value.
- Brief business research and service development plan as a group project.

Methods:
- Interactive lecture
- Guided assignments
- Project

Competences and skills to be acquired:
After completing the course, the student will have a better understanding of customer behavior and consumption. The students will be able to plan practical solutions in order to improve customer value and satisfaction.

Prerequisites:
Basics of marketing or comparable knowledge

Language of instruction: English

Recommended for: Economics