

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

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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