

Course Outline

Course Name/Title	Customer Buying Behaviour and how to make it work for your business
Duration	24/02/2016 09:30 -13:30
Introduction	<p>With increasingly more rapid economic, technological and social change, the importance of understanding your customers and the influences affecting them has become critical for the success of many organisations. Whether your customers are B2B or B2C gaining an insight into their decision-making processes could provide you with a distinct competitive advantage.</p> <p>In this workshop, we discuss the factors and influences on your target audiences. We also investigate their typical stages that they might go through and consider how you could enhance this 'customer journey'. In addition, we explore methods for researching and measuring their behaviour so that you can set suitable objectives and strategies.</p> <p>In particular, we'll examine the effects of digital technologies on the behaviour and expectations of your customers and how consider the future implications for marketers.</p> <p>Although this workshop will be based on accepted marketing theory, a number of practical suggestions will be put forward that could be implemented quickly to improve your overall marketing effectiveness.</p>
Is this course right for me?	This interactive workshop has been developed for busy marketers, decision-makers and business owners who are involved in Marketing Management, Business Development and Customer
What will I Learn?	<p>During the half day workshop you will:</p> <ul style="list-style-type: none"> • Understanding the concept decision making process and decisions making units • Consider the role of 'Influencers' and 'Opinion leaders' • Investigate methods for mapping the customer journey • Assess the value and collection methods of customer data and analysis • Develop suitable outline priorities for your organisation
Pre-course Activity	None
Further Development	The CIM offers a wide range of marketing and communication courses including the CIM Certificate in Professional Marketing and the CIM Diploma in Professional Marketing.