

nanyang polytechnic

LIFELONG LEARNING

#becausewecan



Consumer Behaviour

What will you learn?

Organisations today need to adopt a more customer-centric focus by analysing how consumers make decisions in an ever-changing, dynamic environment. In this one-day course, learners will develop a deeper understanding on consumer insights by examining major stages of the consumer decision making process and how this process is shaped by external and internal influences.

Duration: **1 day** | Time: **9am - 5pm** | Mode of Learning: **Online via Zoom**

Who should attend?

Sales Travel Consultants and Managers seeking to deepen or broaden their skills in this area.

How much will it cost?

	Course Fees (incl. GST)
Foreigners (unsubsidised)	\$224.70
SC <40yrs old (after funding)	\$67.41
PR (after funding)	\$67.41
SC ≥40yrs old (after funding)	\$25.41
SC employed by SME (after funding)	\$25.41

SC: Singapore Citizen | PR: Permanent Resident | SME: Small Medium Enterprise

Information to Note:

All Singaporeans aged 25 and above can use their SkillsFuture Credit from the government to pay a wide range of approved skills-related courses. Visit MySkillsFuture Portal (www.skillsfuture.sg) to view the courses available and access your SkillsFuture Credit. Fees are inclusive of GST. Terms and conditions apply.

Apply Now



www.nyp.edu.sg/schools/sbm/lifelong-learning.html?id=skillsfuture-shortcourses

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