

nanyang polytechnic

LIFELONG LEARNING

#becausewecan

Tourism Market Research

What will you learn?

This one-day course covers the basic market research collection of important information from customers in the following areas:

- Formulate Market Research Framework, Study Objectives, Research Plans and Methodologies to Analyse Market Trends and Developments to Forecast Emerging Market Needs
- Analyse Data Gathered and Accurately Interpret and Communicate Survey Reports

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

Who should attend?

Product and Experience Development Executives 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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