

# Post Graduate Certificate - Customers and their Needs

Metropolitan School of Business & Management

## Course Specifications

**Mode of Study :** Online

**Location :** Lagos

**Duration :** 3 Month(s)

## Course Summary

The aim of modern marketing is to identify and then satisfy each customer's needs and wants. This is often done by building relationships with customers and using these relationships to create a two-way communication between the two parties. The customer communicates his or her preferences, and the business communicates information about products that will satisfy the customer's needs and wishes. As examples, think of websites from which you have bought products recently. From the way in which you search the site, and from your purchasing choices, the retailer will have a clear picture of you and your preferences. When you next visit the site, you may well find that you are directed to particular areas that relate to your previous purchases. Learning outcomes are: Explain the need to build relationships with customers and to satisfy their needs and wishes. Discuss the ways in which quality contributes to customers' satisfaction with the organisation's products and services. Categorise customers into various market segments to aid effective communication. The Postgraduate Certificate Courses are short online courses that can be completed between 5 hours - 3 months. The courses can be started at anytime and the study time is also flexible. Candidates are expected to have a minimum of 50% in their test assessment for them to have successfully completed the programme after which they will be issued a soft copy of their certificate via email. However, candidates who do not meet up to the 50% pass mark will have to repeat the test and pay a resit fee of N10,000 before their certificate can be issued. Progression: Since the PGC Programme is a Postgraduate (MBA Pathway), candidates have the option of completing all the modules + eight (8) assignments to acquire the Level 7 PGD Certificate.

## Course Outline

Putting the Customer First

Quality and Customers

Grouping Customers

## Contact

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