

Transcript

Understanding your customers - Trailer

NARRATOR:

Customers matter. Whether you're a business owner, a stakeholder in a small business, a marketing professional or new to marketing, understanding customer behaviour should be a top priority. In this free course, you'll examine culture, history and psychology, to gain fascinating insights into customer behaviour. You'll learn the importance of viewing customers as individuals, members of society, and members of organizations, and how modern marketing views customers as active partners, not passive recipients.

You'll also learn key marketing concepts and terminology and explore the differences between customer and business-to-business marketing. It's going to be a fascinating dive into the world of customer behaviour, so sign up today and discover the fundamentals of understanding your customers.