



The
University
Of
Sheffield.

Open Master Class

"Understanding Consumers by Studying Lifestyle"

8 April at 06:30 pm

Hilton Hotel Bucharest, Regina Maria Hall

Speaker:



Chris Liassides

Senior Lecturer, Academic Director of Postgraduate Studies and Ac. Director of the MA in Marketing, Advertising and PR in Bucharest,
The University of Sheffield International Faculty, CITY College

Seminar Overview

The presentation deals with the issue of buyers and their behaviour. Behaviour is based on a number of values, which along with other factors create needs that emerge through lifestyle. Therefore, analysing the current lifestyle of people can provide managers and entrepreneurs valuable insights to their future moves and strategies in taking the opportunity to initiate products, services and entire companies to serve the various needs in question. The seminar talks about certain everyday truths that apply to the vast majority of consumers, and provides a "checklist" that can be used in understanding lifestyle.

2nd Session

"Differentiating yourself in a crowded marketplace ...The Sheffield MAdvantage"
Insights from the Academic Director of MA in Marketing, Advertising and PR delivered in Bucharest



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The seminar is open to students!
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