

Business and Management

Understand Customers

When does this start and end?

We have 2 different start dates for this course:

- 20 April 2023 - 21 April 2023
- 13 July 2023 - 14 July 2023

What are the entry requirements?

There are no specific requirements to study this course, however, you may find it helpful if you have achieved a Level 1 qualification. You will need to complete written assignments using an acceptable level of English language.

Need more information?

You can find out more about Northern College and the courses on offer by calling us on 01226 776000 or emailing us courses@northern.ac.uk

Course description

This course will provide you with an understanding of the different types of customers and the value of customers and their loyalty.

You will explore real businesses and how they attract and keep customers.

If you are interested in Business you can access this course as part of an 11 week programme that will start with the basics and lead up to level 1 and 2 certificates.

Gateway to Business [<https://www.northern.ac.uk/course/gateway-to-business/>]

Want to learn more?

You can find out more about Northern College and the courses on offer at one of our Open Events [<https://www.northern.ac.uk/open-events/>]

Location

Onsite

Course fees and funding support

test

Course session dates

Session dates for 20 April 2023 - 21 April 2023

- Thursday 20 Apr 2023 to Friday 21 Apr 2023

Session dates for 13 July 2023 - 14 July 2023

- Thursday 13 Jul 2023 to Friday 14 Jul 2023

Course fees and funding support

FREE*

* [This course is fully funded for eligible students.](#)

If you are not eligible, the cost of the course is £17.50. If you choose to stay residentially, and you are not eligible via the residential funding assessment, there will be an additional fee to pay. The vast majority of students are eligible to study and stay residentially for free and we will confirm when you apply.

Last updated: 2nd February 2023