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| Organization Name: | Frederick University |
| Course at Frederick University: | ABSM202 Consumer Behaviour |
| Programme of Study at FU: | BA in Business Administration |
| Project Title: | Segmentation, customer profiling and building personas |
| Project Overview: | To provide a detailed analysis of Frederick University’s customer (student) segment profiles and to present customer personas. These will then be matched to Frederick University’s services in order to create customer-centric marketing strategies. |
| Organization Overview: | Frederick University is one of the leading private Universities operating in the Republic of Cyprus. It was established after a decision by the Council of Ministers on 12th September 2007. Although the establishment of the University is relatively recent, the organisation has a long history of more than 50 years in higher education. Frederick University operates from two campuses, the main campus in Nicosia and the other campus in Limassol. |
| Organization Website: | www.frederick.ac.cy |
| Faculty members at FU: | Nasia Tziortzi, Yiannos Loizides |