

PROPOSAL FOR NEW STUDENT AWARD

Pearson Education Prize for Customer Behaviour

PROPOSING FACULTY/SCHOOL	Faculty of Economics and Commerce
TITLE OF THE OF AWARD	Pearson Education Prize for Customer Behaviour
NATURE AND VALUE OF THE AWARD	\$500 in Pearson Education book vouchers per annum
SPONSOR/DONOR	Pearson Education
PERIOD FOR WHICH AWARD IS COMMITTED	Five years commencing in 2004. Reviewed at this point.
ELIGIBILITY	Student must be a degree student enrolled in the subject Customer Behaviour (325-666)
SELECTION CRITERIA	The recipient shall be the student placed first overall in the subject Customer Behaviour (325-666)
SPECIAL CONDITIONS	There are no special conditions
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