



COURSE DATA

Data Subject

Code	43393
Name	Customer orientation and satisfaction
Cycle	Master's degree
ECTS Credits	2.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
2154 - Master's degree in Quality Management	Faculty of Economics	1	First term

Subject-matter

Degree	Subject-matter	Character
2154 - Master's degree in Quality Management	3 - Methodologies and tools for quality	Obligatory

Coordination

Name	Department
BERENGUER CONTRI, GLORIA	43 - Marketing and Market Research

SUMMARY

The subject **Methodologies and tools for quality**, has a MANDATORY character and is composed of six subjects: *Economic dimension of quality (EQD)*; *Methodologies of continuous improvement (CM)*; *Statistical control of quality (SQC)*; *6 Sigma (6S)*; *Customer orientation and satisfaction* and *5 S's (5S)*.

The subject **Orientation and Customer Satisfaction**, whose program is described in this document, is considered basic in the training of a quality specialist, and there is a large volume of theoretical and empirical research that supports this topic within the discipline of marketing.

Service experiences are the result of interactions between organizations, related processes and systems, employees who provide the service and customers. Academics and practitioners have recognized since the mid-1980s the importance of quality in the development of such relationships. In this direction, marketing research has focused particularly on the analysis of service quality.

The interest in service quality has been parallel to the interest in quality management and satisfaction in companies, with the understanding that a marketing strategy focused on service quality delivery can be a way to compete successfully in the current business context.

The **generic objective** is for the student to identify the customer as the most important element for the approach of the quality management system of the organizations and, in the same way, to be able to



design instruments that allow him to measure customer satisfaction in different environments.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

The previous knowledge required to take this course is the same as the general knowledge required to pass the selection process prior to the completion of these studies.

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

2154 - Master's degree in Quality Management

- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.
- Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.
- Students should demonstrate self-directed learning skills for continued academic growth.
- Capacidad para poder aplicar y utilizar de manera eficaz y eficiente el control estadístico de procesos.
- Capacidad para diseñar, implantar y mejorar continuamente un sistema de gestión de la calidad, ya sea en una empresa de producción como en una organización del sector servicios.
- Capacidad para desarrollar una actitud de crítica constructiva y de mejora continua hacia las prácticas y el funcionamiento de la organización.
- Saber identificar y traducir a especificaciones de producto o servicio, según el caso, las necesidades y expectativas de los clientes de una organización.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.
- Saber trabajar en equipo con eficacia y eficiencia.
- Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.



- Be able to integrate new technologies in their professional and/or research work.
- Know how to write and prepare presentations to present and defend them later.
- Critically analyze both his/her work and that of the colleagues.
- Construir una actitud proactiva ante los posibles cambios que se produzcan en su labor profesional y/o investigadora.
- Aplicar el trabajo en equipo como mecanismo básico para la mejora continua del sistema de gestión de la calidad.
- Aplicar la gestión basada en procesos usando el diseño de indicadores, el análisis de la información, y herramientas para la toma de decisiones y mejora continua.
- Construir e interpretar herramientas para la medición de la satisfacción del cliente de una organización.
- Medir y estimar los costes de calidad y no calidad de una organización, así como proponer estrategias para su mejora.
- Conocer y comprender la aplicación de algunas metodologías organizativas como las 5S o el 6Sigma y su vinculación con la gestión de la calidad.

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

At the end of the teaching-learning process of the subject Orientation and customer satisfaction, the student will have learned to:

- Ensure customer focus and continuous improvement in the Organization
- To learn about new approaches to marketing management in companies, with particular emphasis on decision-making to increase quality and end-consumer satisfaction
- Get to know companies that have achieved excellence through a strategy based on service quality and customer satisfaction To know the consumer's choice behaviour when faced with the quality offer and to identify the responses in terms of satisfaction/ dissatisfaction and complaint behaviour.
- To know and apply different tools for the design of measurement instruments of the customer satisfaction (e.g. surveys)



WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	12,00	100
Tutorials	4,00	100
Seminars	4,00	100
TOTAL	20,00	

TEACHING METHODOLOGY

- Theoretical classes. Participative master class
- Discussion of articles (readings)
- Case studies
- Expert Conference

EVALUATION

The evaluation of the subject is in accordance with article 6.4 of the University of Valencia's evaluation and grading regulations for Bachelor's and Master's degrees, which states that: *"The overall evaluation of the students may be obtained as a result of a combination of the evaluation obtained in a final test together with that obtained in the different continuous evaluation activities carried out, in accordance with that which is set out in the teaching guide"*.

The subject is evaluated in the following way:

FIRST CALL

1- PART A: Exams/Questionnaires 30% of the grade is obtained from the score on online and/or face-to-face quizzes/examinations. The minimum grade to pass this part of the evaluation is 1.5 points. This activity is RECOVERABLE. PART B: Activities developed by the student in group and/or individually during the course. These activities represent 70% of the final grade. The minimum score to pass this part of the course is 3.5. Only the score of PART B will be kept for the second call of the 2020-21 academic year. These activities are NOT RECOVERABLE since *"by their nature, it is not possible to design a test that values the acquisition of learning results in the second call (article 6.5 of the mentioned regulation)"*.

SECOND CALL

-If the student suspends PART A (grade lower than 1.5) and passes PART B (grade equal to or higher than 3.5), to pass the course he must take a second exam (weighted over 30% of the final grade); the student must obtain a minimum score of 1.5.



-If the student suspends PART B (grade lower than 3.5) and passes PART A (grade equal to or higher than 1.5), to pass the course he must take an exam (weighted over 70% of the final grade) and obtain a minimum grade of 3.5.

In both calls the subject is passed with a 5.

REFERENCES

Basic

- Martínez-Tur, V., Peiró, J. M., & Ramos, J. (2001). Calidad de servicio y satisfacción del cliente. Madrid: Síntesis
- Darder, Pau Prats (2009) Métodos para medir la satisfacción del cliente, AENOR - Asociación Española de Normalización y Certificación,
- López-Fresno, P. (2014) Cómo gestionar las reclamaciones de sus clientes. Aenor Ediciones
- Molino Cortés, J.P. (2010) Modelo Q+4D: cómo medir la satisfacción del cliente más allá de la calidad percibida. Ed. AENOR internacional. SAU.
- Rubalcaba, L.; Cortijo Larriba, L. (2020) Economía y gestión de la experiencia de cliente. Ediciones Pirámide. ePub ISBN 978-84-368-4277-7.

Additional

- Barlow, J.; Moller, C. (1999). Una queja es un regalo. Ediciones Gestión 2000. Barcelona
- Dutka, A. (1998). Manual de AMA para la satisfacción del cliente. Ediciones Granica. Barcelona
- Eiglier, P. y Langeard, E. (1989). SERVUCCIÓ. El marketing de servicios. McGraw-Hill. Madrid
- Gil, I.; Berenguer, G.; Gallarza, M.; Moliner, B. (2004). Calidad, satisfacción y valor del servicio. Una revisión. Quaderns de Treball. Universitat de Valencia. Facultat dEconomia. Núm. 152. Año 2004.
- Hayes, B.E. (1995) Cómo medir la satisfacción del cliente. Ediciones Gestión 2000.Barcelona
- Iniesta, F. y Agustín, A. (2001) Fidelización de consumidores. Ediciones Gestión 2000. Barcelona
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