

29023 - Public Services: Quality and Marketing

Syllabus Information

Academic Year: 2020/21

Subject: 29023 - Public Services: Quality and Marketing

Faculty / School: 228 - Facultad de Empresa y Gestión Pública

Degree: 429 - Degree in Public Management and Administration

ECTS: 6.0

Year: 4

Semester: First semester

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as theory sessions, practice sessions and tutorials or seminars.

4.2.Learning tasks

This course is organized as follows:

- **Theory sessions** (45 hours). Will provide the necessary theoretical knowledge, accompanied by practical examples to facilitate the understanding and application of the concepts studied in class.
- **Practice sessions** (15 hours). Resolution and presentation of problems and case studies, preparation and presentation of papers, discussion topics, readings commentary and interactive activities. These activities will be conducted both inside and outside the classroom, as well as individual and/or group activities will be contemplated.
- **Tutorials and/or seminars** (20 hours). The work done by the students could be supervised, answer questions about the theoretical and practical contents of the subject and/or perform specific practical activities that apply the theoretical content.
- **Autonomous work and study** (62 hours): including the study of both theoretical and practical contents, solving of practical activities, performing individual and/or group works, information search and analysis, among others.
- **Exams** (8 hours).

4.3.Syllabus

This course will address the following topics:

- **Topic 1. Administration modernization**
 - 1.1. What is the Administration?
 - 1.2. Where should it aim? Toward quality
 - 1.3 The service letter
- **Topic 2. Total Quality Management (TQM)**
 - 2.1. What it is and what does TQM involves?
 - 2.2. Origin return: The agility of the administrative cycle
- **Topic 3. Planning quality**
 - 3.1. Quality gurus and philosophy: is it applicable?
 - 3.2. Seeking the continuous improvement
- **Topic 4. Utility for the public service**
 - 4.1. Adjustment of excellence models to public service
 - 4.2. Ethical Considerations
- **Topic 5. Marketing and the public administration**
 - 5.1. Introduction. What is marketing?
 - 5.2. Marketing approach in public services
- **Topic 6. Marketing variables applied to public services**
 - 6.1. Particularities of marketing application to public services
 - 6.2. Marketing variables: Product, Price, Place and Promotion
- **Topic 7. Market researches in the public sector**
 - 7.1. Phases of a market research
 - 7.2. Secondary information sources
 - 7.3. Primary information sources: observation and communication (surveys and panels)
 - 7.4. Measurement of consumer satisfaction
- **Topic 8. Institutional advertising and communication**
 - 8.1. The image of the public administration
 - 8.2. Communication tools: Institutional advertising

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class or please refer to the Facultad de Empresa y Gestión Pública website and Moodle.

4.5.Bibliography and recommended resources