29023 - Public Services: Quality and Marketing

Información del Plan Docente

Academic Year	2016/17
Academic center	228 - Facultad de Empresa y Gestión Pública
Degree	429 - Degree in Public Management and Administration
ECTS	6.0
Course	4
Period	Indeterminate
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

The learning process that has been designed for this course is based on:

The combination of in-person theoretical classes in which students participation will be promoted, cooperative work, problem solving, as well as the discussion of readings.

5.2.Learning activities

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The program offered tries to help students achieve the expected results, and includes the following activities:

- Theoretical and participatory classes: will provide the necessary theoretical knowledge, accompanied by practical examples to facilitate the understanding and application of the concepts studied. In these classes the following contents will be addressed:
- o Public Administration
- o Quality in public administration
- o TQM implications and the administrative cycle
- o Quality models, planning and philosophy, and its applicability to public administration
- o Marketing and the public administration
- o Market researches and the public administration
- o Citizens' satisfaction
- o Institutional advertising and communication
- 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: 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: 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.
- Evaluation activities

5.3.Program

UNIT 1: ADMINISTRATION MODERNIZATION

1.1.What is the Administration?

1.2. Where should aim? Toward the Quality

UNIT 2: TOTAL QUALITY MANAGEMENT (TQM)

2.1. What it is and what TQM involves?

2.2. Origin return: The agility of the administrative cycle

UNIT 3: PLANNING THE QUALITY

3.1.Quality gurus and philosophy: is applicable?

3.2.Seeking the continuous improvement

UNIT 4: UTILITY FOR THE PUBLIC SERVICE

4.1 Adjustment of excellence models to public service

4.2 Ethical Considerations

UNIT 5: MARKETING AND THE PUBLIC ADMINISTRATION

5.1.- Introduction. What is marketing?

5.2.- Marketing approach in public services

UNIT 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

UNIT 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

UNIT 8: INSTITUTIONAL ADVERTISING AND COMMUNICATION

8.1.- The image of the public administration

8.2.- Communication tools: Institutional advertising

5.4.Planning and scheduling

Schedule of in-person classes and work presentations

The schedule and planning of the in-person theoretical and practical classes will be announced to students at the beginning of the academic year. The schedule of the evaluation activities and works' submission will be announced to each group by publishing it at the ADD of the University of Zaragoza: https://moodle2.unizar.es/add/.

5.5.Bibliography and recomended resources

The updated bibliography can be found in the University Library (go to 'bibliografia recomendada' in 'http://psfunizar7.unizar.es/br13/eBuscar.php?tipo=a ')