

FICHA TÉCNICA DE LA ASIGNATURA

| Datos de la asignatura | |
|-------------------------------|------------------------------------------------------------------------------|
| Nombre | Marketing de Servicios |
| Código | |
| Titulación | Grado en Administración y Dirección de Empresas |
| Curso | 4º |
| Cuatrimestre | 1º - 2º |
| Créditos ECTS | 5 |
| Carácter | Optativa |
| Departamento | Marketing |
| Área | Comercialización e Investigación de Mercados |
| Universidad | Pontificia Comillas ICAI-ICADE |
| Horario | |
| Profesores | Antonio Tena Blázquez (Profesor) Alfonso Fernández del Hoyo (coordinador) |
| Descriptor | |

| Datos del profesorado | |
|------------------------------|----------------------------------------------|
| Profesor | |
| Nombre | Antonio Tena Blázquez |
| Departamento | Marketing |
| Área | Comercialización e Investigación de Mercados |
| Despacho | |
| e-mail | antonio.tena@pentasoft.es |
| Teléfono | 620915996 |
| Horario de Tutorías | 1,5 horas/semana |

DATOS ESPECÍFICOS DE LA ASIGNATURA

| Contextualización de la asignatura |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Aportación al perfil profesional de la titulación |
| <p>En la actualidad es prácticamente imposible encontrar un producto que no lleve asociado uno o varios servicios, que le hace diferenciarse del resto de la competencia y que aporta un valor fundamental en la relación con el cliente: la vinculación y la fidelización.</p> <p>Los clientes cada vez saben más y cada vez demandan más a las empresas. Por lo tanto, en la medida en que seamos capaces de enfrentarnos a problemas de marketing y resolverlos en términos de servicios, mayores garantías de éxito tendremos. Además, si somos capaces de hacerlo con grandes dotes de creatividad, lograremos mayor impacto y perdurabilidad en las relaciones con clientes (tanto internos como externos), y potenciales clientes.</p> <p>El mundo en la empresa, y en concreto en los departamentos de marketing, deberán tener una clara orientación al cliente; los profesionales del marketing tendrán que ser capaces de manejar herramientas 2.0 y resolver problemas en entornos digitales que cambian y evolucionan a la velocidad de un click.</p> |
| Prerrequisitos |
| Haber cursado Introducción al Marketing e Investigación de Mercados. |

| Competencias - Objetivos | |
|-----------------------------------------------------|-----------------------------------------------------------------------------------------------|
| Competencias Genéricas del título-curso | |
| Instrumentales | |
| CGI1 | Capacidad de análisis y síntesis. |
| CGI2 | Resolución de problemas y toma de decisiones. |
| CGI4 | Capacidad de gestionar la información proveniente de fuentes diversas. |
| Interpersonales | |
| CGP9 | Habilidades interpersonales: escucha, debate y argumentación. |
| CGP10 | Capacidad de liderazgo y trabajo en equipo. |
| CGP11 | Capacidad crítica y autocrítica. |
| Sistémicas | |
| CGS14 | Capacidad para aprender y trabajar autónomamente. |
| CGS17 | Capacidad de elaboración y transmisión de ideas, proyectos, informes, soluciones y problemas. |
| CGS18 | Iniciativa y espíritu emprendedor |
| Competencias Específicas del área-asignatura | |
| Conceptuales (saber) | |
| CE89 | Conocimiento de los fundamentos del marketing aplicados a los servicios |
| Procedimentales (saber hacer) | |
| CE90 | Capacidad de aplicar estrategias de marketing a organizaciones de servicios |
| Actitudinales (saber ser) | |
| | |

BLOQUES TEMÁTICOS Y CONTENIDOS

| Contenidos – Bloques Temáticos | |
|-------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| BLOQUE 1: INTRODUCCIÓN AL CAMPO DEL MARKETING DE SERVICIOS | |
| Tema 1: INTRODUCCIÓN | |
| 1.1 | El nuevo marketing en la era digital |
| 1.2 | Nuevos conceptos y nuevas orientaciones del marketing |
| 1.3 | Internet y nuevas tecnologías: la base del nuevo marketing de servicios |
| Tema 2: NATURALEZA Y DESARROLLO DE LOS SERVICIOS | |
| 2.1. | Concepto. |
| 2.2. | Características de los servicios. |
| 2.3. | Clasificación de los servicios. |
| 2.4. | Dimensiones de los servicios. |
| Tema 3: EL MARKETING EN LAS EMPRESAS DE SERVICIOS | |
| 3.1. | Diferencias y semejanzas entre el marketing de productos y el marketing de servicios. |
| 3.2. | El marketing en el sector servicios. |
| 3.3. | Implantación del marketing en las empresas de servicios. |

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|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| BLOQUE 2: IMPLEMENTACIÓN DE LA ESTRATEGIA DE SERVICIOS |
| Tema 1: CREACIÓN DE SERVICIOS |
| <ul style="list-style-type: none"> 1.1 Línea y gama de servicios. 1.2 El ciclo de vida del servicio. 1.3 Cartera de servicios. 1.4 Proceso de creación de nuevos servicios. 1.5 La marca en los servicios. |
| Tema 2: DISTRIBUCIÓN DE SERVICIOS |
| <ul style="list-style-type: none"> 2.1. Funciones de intermediarios en los servicios. 2.2. Diseño de los canales de distribución. 2.3. Geomarketing, geolocalización y marketing de precisión en la estrategia de expansión de las empresas de servicio. |
| Tema 3: COMUNICACIÓN DE SERVICIOS |
| <ul style="list-style-type: none"> 3.1. La comunicación en la empresa de servicios. 3.2. La publicidad de servicios. 3.3. La promoción de ventas en los servicios. 3.4. Comunicación On Line en los servicios: Marketing Digital. 3.5. Social Media en el marketing de servicios: web 2.0., web 3.0, SEO, SEM, SMO, microblogging. |
| BLOQUE 3: NUEVAS TENDENCIAS EN EL MARKETING DE SERVICIOS |
| Tema 1: NUEVOS PLANTEAMIENTOS ESTRATÉGICOS EN EL MARKETING DE SERVICIOS |
| <ul style="list-style-type: none"> 1.1. El CRM en las empresas de servicios. 1.2. Email Marketing. 1.3. Marketing Viral. 1.4. Redes Sociales en el sector servicios: cómo crear una comunidad virtual. 1.5. Neuromarketing aplicado al sector servicios. |
| Tema 2: VALOR Y CALIDAD DE LOS SERVICIOS Y SATISFACCIÓN DE LOS CONSUMIDORES |
| <ul style="list-style-type: none"> 2.1. Valor de los servicios. 2.2. Expectativas de los consumidores. 2.3. Percepción de calidad por parte de los servicios. 2.4. Análisis de satisfacción de los clientes. 2.5. NPS: herramienta para el análisis de satisfacción de los clientes. |

METODOLOGÍA DOCENTE

| | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| Aspectos metodológicos generales de la asignatura | |
| <p>El programa se desarrolla mediante una metodología didáctica adecuada a la consecución de sus fines y fundamentada en un amplio espectro de técnicas divididas entre diversos tipos de clases magistrales, interactivas, conferencias y prácticas (en clase y proyecto de curso) así como tutorías y el empleo material docente apropiado para cada una de las técnicas expresadas.</p> | |
| Metodología Presencial: Actividades | Competencias |
| <ul style="list-style-type: none"> 1. Clases magistrales 2. Clases teóricas interactivas 3. Trabajo de curso (obligatorio) 4. Práctica grupal 5. Práctica individual | CE88.1, CE88.2 CE88.1, CE88.2, CGI1 CE88.1, CE88.2, CGI1, CGI4, CGS10, CGS16, CGS17, CGS18 CGP10, CGP11, CGP13 CGS14, CE88.1, CE88.2 |
| Metodología No presencial: Actividades | Competencias |
| <ul style="list-style-type: none"> 1. Preparación de los temas. Lectura previa 2. Análisis de casos/prácticas (en grupo/individual) 3. Asistencia a tutorías 4. Estudio personal de la asignatura | CGS14 CE88.1 CE88.2 CGI1, CGS 17, CGS18, CE88.2, CGP10 CGP11, CGP13 CGS16 CGS14 CGS17 CGS18 |

| ACTIVIDADES PRESENCIALES | | | | | | | ACTIVIDADES NO PRESENCIALES | | | | |
|--------------------------|------|---------------------------|----------------|----------------|-----------------|------|--------------------------------------|------------------|----------|------------------|-----|
| S | h/s | Clase teórica interactiva | Clase práctica | Casos práctico | Clase Magistral | Comp | Trabajos dirigidos (práctica grupal) | Trabajo autónomo | Tutorías | Estudio personal | h/s |
| 1 | 3,5 | | 0 | 1,5 | 2 | | | | 0,5 | | 0,5 |
| 2 | 3,5 | 2,5 | 0 | 1 | | | | 3 | | 1 | 4 |
| 3 | 3,5 | 2,5 | 0 | 1 | | | | 3 | 0,5 | 1 | 4,5 |
| 4 | 3,5 | 2,5 | 0 | 1 | | | 2 | 3 | | 1 | 6 |
| 5 | 3,5 | 1,5 | 1 | 1 | | | 2 | 3 | 0,5 | 1 | 6,5 |
| 6 | 3,5 | 1,5 | 1 | 1 | | | 2 | 3 | | 1 | 6 |
| 7 | 3,5 | 1,5 | 1 | 1 | | | 2 | 3 | 0,5 | 1 | 6,5 |
| 8 | 3,5 | 1,5 | 1 | 1 | | | 2 | 3 | | 1 | 6 |
| 9 | 3,5 | 1,5 | 1 | 1 | | | 2 | 3 | 0,5 | 1 | 6,5 |
| 10 | 3,5 | 1,5 | 1 | 1 | | | 2 | 3 | | 1 | 6 |
| 11 | 3,5 | 1,5 | 1 | 1 | | | 2 | 3 | 0,5 | 1 | 6,5 |
| 12 | 3,5 | 1,5 | 1 | 1 | | | 2 | 3 | | 1 | 6 |
| 13 | 3,5 | 1,5 | 1 | 1 | | | | 3 | 0,5 | 1 | 4,5 |
| 14 | 3,5 | 2,5 | 0 | 1 | | | | 5 | | | 5 |
| 15 | 3,5 | | | 1,5 | 2 | | | 5 | 0,5 | | 5,5 |
| T | 52,5 | 23,5 | 9 | 16 | 4 | | 18 | 46 | 4 | 12 | 80 |

S= indicación de las semanas (15 en el primer cuatrimestre y 15 en el segundo)

h/s= horas semanales

Comp.= Competencias

EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN

| Actividades de evaluación (Es imprescindible aprobar el examen práctico antes de poder hacer la media) | CRITERIOS | PESO |
|---------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|------|
| Examen práctico (teoría del caso) | Conocimientos | 45% |
| Participación en Clase: análisis y participación en clases interactivas/discusión y participación en exposiciones de casos de otros grupos. | Según carátula individual (en términos de frecuencia y contenido) | 15% |
| Clase Práctica: Presentación del caso en grupo | Según carátula grupal (en función del contenido así como la defensa) | 40% |

Nota: para los alumnos ICADE OUT el 100% de su nota será el examen teórico.

RESUMEN PLAN DE LOS TRABAJOS Y CRONOGRAMA

| Actividades Presenciales y No presenciales | Fecha de realización | Fecha de entrega |
|--------------------------------------------|----------------------|------------------|
| Trabajo individual (preparación lecturas) | Semana 2 | Idem |
| Trabajo individual (preparación lecturas) | Semana 3 | Idem |
| Trabajo individual (preparación de temas) | Semana 2 | Idem |
| Trabajo individual (preparación de temas) | Semana 3 | Idem |
| Trabajo individual (preparación de temas) | Semana 4 | Idem |
| Trabajo individual (preparación de temas) | Semana 5 | Idem |
| Trabajo individual (preparación de temas) | Semana 6 | Idem |
| Trabajo individual (preparación de temas) | Semana 7 | Idem |
| Trabajo individual (preparación de temas) | Semana 8 | Idem |
| Trabajo individual (preparación de temas) | Semana 9 | Idem |
| Trabajo individual (preparación de temas) | Semana 10 | Idem |
| Trabajo individual (preparación de temas) | Semana 11 | Idem |
| Trabajo individual (preparación de temas) | Semana 12 | Idem |
| Trabajo individual (preparación de temas) | Semana 13 | Idem |
| Trabajo individual (preparación de temas) | Semana 14 | Idem |
| Análisis Grupal de Casos | Semana 4 | Semana 6 |
| Análisis Grupal de Casos | Semana 5 | Semana 7 |
| Análisis Grupal de Casos | Semana 6 | Semana 8 |
| Análisis Grupal de Casos | Semana 7 | Semana 9 |
| Análisis Grupal de Casos | Semana 8 | Semana 10 |
| Análisis Grupal de Casos | Semana 9 | Semana 11 |
| Análisis Grupal de Casos | Semana 10 | Semana 12 |
| Análisis Grupal de Casos | Semana 11 | Semana 13 |
| Análisis Grupal de Casos | Semana 12 | Semana 14 |
| Análisis Grupal de Casos | Semana 13 | Semana 14 |

RESUMEN HORAS DE TRABAJO DEL ALUMNO

| HORAS PRESENCIALES | | | |
|--------------------------------------------|---------------------------------------------|---------------------------------------|--------------|
| Clases teóricas | Clases prácticas | Actividades académicamente dirigidas | Evaluación |
| 27,5 | 9 | 16 | |
| HORAS NO PRESENCIALES | | | |
| Trabajo autónomo sobre contenidos teóricos | Trabajo autónomo sobre contenidos prácticos | Realización de trabajos colaborativos | Estudio |
| 46 | 4 | 18 | 12 |
| CRÉDITOS ECTS: | | | 132,5 |

BIBLIOGRAFÍA Y RECURSOS

| Bibliografía Básica |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Libros de texto |
| <ul style="list-style-type: none"> Alcaide Casado, Juan Carlos; Soriano Soriano, Claudio, Marketing de los servicios profesionales, 1ª Edición, Pirámide, 2006. Grande Esteban, Ildelfonso, Marketing de los servicios, 4ª Edición, Esic, Madrid, 2005. Lovelock, Christopher H., Mercadotecnia de servicios, 3ª Edición, Prentice-Hall Hispanoamericana, México, 1997. Zeithaml, V.; Bitner, M., Marketing de Servicios, McGraw-Hill, México, 2002. |
| Capítulos de libros |
| |
| Artículos |
| Estarán a disposición del alumno en la parte de la asignatura existente en el portal de recursos del alumno. |
| Páginas web |
| |
| Apuntes |
| Estarán a disposición del alumno en la parte de la asignatura existente en el portal de recursos del alumno. |
| Otros materiales |
| Estarán a disposición del alumno en la parte de la asignatura existente en el portal de recursos del alumno. |
| Bibliografía Complementaria |
| Libros de texto |
| <ul style="list-style-type: none"> Alet I Vilaginés, Josep, Marketing Relacional. Cómo Obtener Clientes Leales y Rentables, Ed. Gestión 2000, 1994. Arieli, Dan, The Upside of Irrationality: The Unexpected Benefits of Defying Logic at Work and at Home, Harper Collins Publishers, 2010. Braidot, Nestor, Neuromarketing, Ed. Gestión 2000, 2009. Cobra, Marcos, Marketing de Servicios, 2ª ed., Ed. McGraw - Hill, 2000. Cram, Tony, Estreche las relaciones con los clientes que cuentan. Nuevos retos en la atención al cliente, Ed. Prentice Hall, 2003. Denton, Keith. Calidad en el servicio a los clientes, 1ª ed., Ed. Díaz de Santos, Madrid 1991. Herranz, Pedro E., Dávila, Miguel M. y Fernández, Víctor Z. Marketing Financiero, 1ª ed., Ed. McGraw Hill, Madrid 1998. Gale, Brasley T., Descubra el Valor de sus Clientes, Ed. Prentice Hall, México, 1996. Grönroos, Christian, Service Management and Marketing. A customer relationship |

management approach, Second Edition, Ed. Wi-ley & Sons, 2001.

- Huete, Luís María, Servicios & Beneficios, 1ª ed., Ed. Deusto, Bilbao 1997.
- Lindstrom, Martin, Buyology, truth and lies about why we buy, Doubleday, 2008.
- Lovelock, Christopher H., Mercadotecnia de Servicios, 3ª ed., Ed. Prentice-Hall, México 1999.
- Lovelock, Christopher H., Services Marketing. People, technology, strategy, Fourth Edition, Ed. Prentice - Hall. New Jersey 2001.
- Penn, Mark J., Microtrends: The Small Forces Behind Tomorrow's Big Changes, Hachette Book Group, New York, 2007.
- Zeithaml, Valarie A. y Bitner, Mary Jo, Marketing de Servicios, Ed. Irwin McGraw - Hill, México 2002.

Capítulos de libros

Artículos

Estarán a disposición del alumno en la parte de la asignatura existente en el portal de recursos del alumno.

Páginas web

Apuntes

Estarán a disposición del alumno en la parte de la asignatura existente en el portal de recursos del alumno.

Otros materiales

Estarán a disposición del alumno en la parte de la asignatura existente en el portal de recursos del alumno.

SUBJECT DATA INFORMATION

| Subject information | |
|---------------------|-------------------------------------------------------------------------------|
| Name | Service Marketing |
| Code | |
| Studies | Undergraduate BBA (E2, E3, E4 & E6) |
| Course | 4 th |
| Semester | 1st. / 2nd. semester |
| ECTS credits | 5 |
| Type | Elective |
| Department | Marketing |
| Area | Marketing Research and Commercialization |
| University | Comillas-ICAI-ICADE |
| Hours | |
| Professor | Antonio Tena Blázquez (Professor) Alfonso Fernández del Hoyo (Coordinator) |
| Descriptor | |

| Staff information | |
|--------------------|--------------------------------------------------------------------------|
| Professors: | |
| Name | Antonio Tena Blázquez |
| Department | Marketing |
| Área | Marketing Research and Commercialization |
| Office | |
| e-mail | antonio.tena@pentasoft.es |
| Telephone | +34 620915996 |
| Tutorial hours | 1,5 hours / week (constant availability via mobile and/or email) |

SUBJECT DETAILS

| Subject context |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Contribution to the professional profile of the degree |
| <p>Today it is virtually impossible to find a product that doesn't have any associated services, which makes it stand out from other competitors and provides an important value in the relationship with the customer: engagement and loyalty.</p> <p>Customers are increasingly wiser and more demanding. Therefore, as long as companies are able to tackle and solve marketing problems in terms of services, they will have a great key to success. Also, if organizations are able to do so with great doses of creativity, they'll achieve bigger impact and sustainability in the relationship with customers (internal and external), and leads.</p> <p>In the business world, and specifically in marketing departments, there should be a clear customer focus; marketers need to be able to manage 2.0 tools and solve problems in digital environments that change at the speed of a click.</p> |
| Prerequisites |
| To have taken Introduction to Marketing and Marketing Research previously |

| Competencies (Skills) – Objectives & Goals |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Generic skills of degree programme |
| Instrumental |
| CGI1 Analytical capacity and ability to synthesise. CGI2 Problem resolution and decision-making ability. CGI4 Ability to manage information from diverse sources. |
| Interpersonal |
| CGP9 Listening, discussion and argumentation. CGP10 Leadership and team work capabilities. CGP11 Criticism and self-criticism capabilities. |
| Systemic |
| CGS14 Capacity to learn and work independently. CGS17 Capacity to make, tackle and sell ideas, projects, reports, problems and solutions. CGS18 Entrepreneurial initiative. |
| Specific skills of degree programme |
| <p>The focus and scope of this subject are to make the students be able to:</p> <p>CE89 Understand the main concepts and techniques in service Marketing as well as the idiosyncrasy of services, tools to manage services as well as marketing-mix strategies in the service arena (with a special focus on social media and digital environment)</p> <p>CE90. Ability to develop and implement marketing strategies in service organizations, taking into account new trends and tools available in the business environment.</p> |
| Objectives and Goals |
| <p>It is expected that once the course is over, students will be able to develop marketing strategies focus on customers, analyze the actions taken, measure the results of them (i.e. ROI), and choose the best tools to make it. All this with rhetoric capabilities and the conviction to be able to sell a marketing project to others.</p> <p>The subject's aim is also to strengthen in the students a critical, self-critical and creative spirit so necessary for the development of their careers.</p> |

THEMATIC UNITS AND CONTENT

| | |
|------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| Content – Thematic Units | |
| CONTENT UNIT 1: SERVICE MARKETING INTRODUCTION | |
| Topic 1: INTRODUCTION | |
| 1.1 | New Marketing in the digital era. |
| 1.2 | New concepts in Marketing. |
| 1.3 | The Internet and new technologies: the basis of the new service Marketing. |
| Topic 2: NATURE AND DEVELOPMENT OF SERVICES | |
| 2.1. | Concept. |
| 2.2. | Services characteristics. |
| 2.3. | Services classification. |
| 2.4. | Services dimensions. |
| Topic 3: MARKETING IN SERVICES COMPANIES | |
| 3.1. | Service and product Marketing: differences and similarities. |
| 3.2. | Marketing in the service sector. |
| 3.3. | Marketing implementation in service organizations. |
| CONTENT UNIT 2: SERVICES STRATEGY IMPLEMENTATION | |
| Topic 1: SETTING UP SERVICES | |
| 1.1 | Line and range of services. |
| 1.2 | Services lifetime cycle. |
| 1.3 | Services portfolio. |
| 1.4 | New services development process. |
| 1.5 | Services and brands. |
| Topic 2: SERVICES DELIVERY SYSTEM | |
| 2.1. | Intermediaries in services. |
| 2.2. | Designing distribution channels. |
| 2.3. | Geomarketing, geolocation and precision marketing in the expansion strategy of service companies. |
| Topic 3: SERVICE COMMUNICATION | |
| 3.1. | Role of Marketing communication in services. |
| 3.2. | Advertising in services. |
| 3.3. | Promotion in services. |
| 3.4. | ON Line communication in services: Digital Marketing. |
| 3.5. | Social Media in service Marketing: web 2.0., web 3.0, SEO, SEM, SMO, microblogging. |
| CONTENT UNIT 3: NEW TRENDS IN SERVICE MARKETING | |
| Topic 1: NEW STRATEGIC APPROACHES IN SERVICE MARKETING | |
| 1.1. | CRM in services organizations. |
| 1.2. | Email Marketing. |
| 1.3. | Viral Marketing. |
| 1.4. | Social Networks in services companies: how to make a virtual community. |
| 1.5. | Neuromarketing applied to services. |
| Topic 2: QUALITY AND VALUE IN SERVICES AND CUSTOMER SATISFACTION RATE | |
| 2.1. | Services value. |
| 2.2. | Customers' expectations. |
| 2.3. | Quality services perception. |
| 2.4. | Customer satisfaction measurement. |
| 2.5. | NPS: measuring customer satisfaction. |

TEACHING METHODOLOGY

| General learning and teaching approach of the subject | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>The methodology of the course is based on different types of classroom sessions covering multiple areas of the learning sequence. Along the class, students will solve problems, make presentations and discuss about new trends and business cases.</p> <p>Apart from the references, students will find complementary materials in Moodle. In addition to this, students are strongly encouraged to read recent articles and books and to share their ideas and thoughts with the class.</p> | |
| Class-based activities (Attending hours) | Skills |
| 6. Lectures 7. Interactive classes 8. Term Project (compulsory) 9. Group practice 10. Individual Practice | CE88.1, CE88.2 CE88.1, CE88.2, CGI1 CE88.1, CE88.2, CGI1, CGI4, CGS10, CGS16, CGS17, CGS18 CGP10, CGP11, CGP13 CGS14, CE88.1, CE88.2 |
| Out of class activities (Non-attending hours) | Skills |
| 5. Books and papers reading. 6. Group and individual works 7. Tutorials 8. Individual study | CGS14 CE88.1 CE88.2 CGI1, CGS 17, CGS18, CE88.2, CGP10 CGP11, CGP13 CGS16 CGS14 CGS17 CGS18 |

| ATTENDING HOURS | | | | | | | NON ATTENDING HOURS | | | | |
|-----------------|------|---------------------|-----------------|----------------|----------|------|---------------------|-------------------|-----------|-----------------|-----|
| Ws | h/w | Interactive Classes | Hand-on Classes | Activity Based | Lectures | Comp | Group Work | Independent Study | Tutorials | Individual work | h/w |
| 1 | 3,5 | | 0 | 1,5 | 2 | | | | 0,5 | | 0,5 |
| 2 | 3,5 | 2,5 | 0 | 1 | | | | 3 | | 1 | 4 |
| 3 | 3,5 | 2,5 | 0 | 1 | | | | 3 | 0,5 | 1 | 4,5 |
| 4 | 3,5 | 2,5 | 0 | 1 | | | 2 | 3 | | 1 | 6 |
| 5 | 3,5 | 1,5 | 1 | 1 | | | 2 | 3 | 0,5 | 1 | 6,5 |
| 6 | 3,5 | 1,5 | 1 | 1 | | | 2 | 3 | | 1 | 6 |
| 7 | 3,5 | 1,5 | 1 | 1 | | | 2 | 3 | 0,5 | 1 | 6,5 |
| 8 | 3,5 | 1,5 | 1 | 1 | | | 2 | 3 | | 1 | 6 |
| 9 | 3,5 | 1,5 | 1 | 1 | | | 2 | 3 | 0,5 | 1 | 6,5 |
| 10 | 3,5 | 1,5 | 1 | 1 | | | 2 | 3 | | 1 | 6 |
| 11 | 3,5 | 1,5 | 1 | 1 | | | 2 | 3 | 0,5 | 1 | 6,5 |
| 12 | 3,5 | 1,5 | 1 | 1 | | | 2 | 3 | | 1 | 6 |
| 13 | 3,5 | 1,5 | 1 | 1 | | | | 3 | 0,5 | 1 | 4,5 |
| 14 | 3,5 | 2,5 | 0 | 1 | | | | 5 | | | 5 |
| 15 | 3,5 | | | 1,5 | 2 | | | 5 | 0,5 | | 5,5 |
| T | 52,5 | 23,5 | 9 | 16 | 4 | | 18 | 46 | 4 | 12 | 80 |

S= Sign for weeks (15 during the first semester and 15 during the second)

h/w= hours per week

Comp.= Competencies

GRADING

| ASSESSMENT ACTIVITIES (it is required to pass the theoretical exam to count the rest) | CRITERIA | WEIGHT |
|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------|
| Theoretical Exam | Knowledge | 45% |
| Class Participation in the news presentation, interactive classes, key reading discussions and other teams case presentations | According to template (in terms of frequency and content) | 15% |
| Practice: Case development and Presentation in class (team presentation) | According to template (in terms of content as well as quality of the presentation) | 40% |

The grading system is in terms of continuous evaluation having as a base the individual class participation, team work and theoretical exam

The final grade is comprised of Class Participation (based on news and key readings expositions) with a 15%, the Case Development with 40% and the Theoretical Exam with a 45%.

To pass the subject is required to obtain at least a grade of 5 either in the Case and in the Theoretical Exam.

In the extraordinary exam, the student must do a Theoretical written exam and/or a practical Case development if he did not passed any of the two.

Note: for ICADE OUT students the 100% of the grade will be Theoretical Exam.

| Attending and Non Attending activities | Scheduled | Delivered |
|----------------------------------------|-----------|-----------|
| Individual work (reading preparation) | Week 2 | Idem |
| Individual work (reading preparation)) | Week 3 | Idem |
| Individual work (topic preparation) | Week 2 | Idem |
| Individual work (topic preparation | Week 3 | Idem |
| Individual work (topic preparation | Week 4 | Idem |
| Individual work (topic preparation | Week 5 | Idem |
| Individual work (topic preparation | Week 6 | Idem |
| Individual work (topic preparation | Week 7 | Idem |
| Individual work (topic preparation | Week 8 | Idem |
| Individual work (topic preparation | Week 9 | Idem |
| Individual work (topic preparation | Week 10 | Idem |
| Individual work (topic preparation | Week 11 | Idem |
| Individual work (topic preparation | Week 12 | Idem |
| Individual work (topic preparation | Week 13 | Idem |
| Individual work (topic preparation | Week 14 | Idem |
| Group work case analysis | Week 4 | Week 6 |
| Group work case analysis | Week 5 | Week 7 |
| Group work case analysis | Week 6 | Week 8 |
| Group work case analysis | Week 7 | Week 9 |
| Group work case analysis | Week 8 | Week 10 |
| Group work case analysis | Week 9 | Week 11 |
| Group work case analysis | Week 10 | Week 12 |
| Group work case analysis | Week 11 | Week 13 |
| Group work case analysis | Week 12 | Week 14 |
| Group work case analysis | Week 13 | Week 14 |

| SUMMARY OF STUDENT WORKLOAD | | | |
|-----------------------------|-----------------|------------------------|-------------------|
| ATTENDING HOURS | | | |
| LECTURES | HAND-ON CLASSES | ACTIVITY BASED CLASSES | INTERACTIVE CLASS |
| 23,5 | 9 | 16 | 4 |
| NON ATTENDING HOURS | | | |
| INDEPENDENT STUDY | TUTORIALS | GROUP WORK | INDIVIDUAL WORK |
| 46 | 4 | 18 | 12 |
| ECTS CREDITS: | | | 5 (132,5 h) |

BIBLIOGRAPHY AND RESOURCES

| BASIC BIBLIOGRAPHY |
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| BOOKS |
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| ARTICLES |
| Harvard Deusto Marketing y Ventas, Harvard Business Review, IPMark, Anuncios, Estrategias, Empeñe |
| NOTES AND PRESENTATIONS |
| Transparencias accessible via Moodle |
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| Extra materials accessible via Moodle |
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