

**COURSE DATA****DATA SUBJECT****Code:** 46539**Name:** Orientación a la calidad, la satisfacción y el valor al cliente**Cycle:** Master's Degree**ECTS Credits:** 4**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
2260 - Master's degree in Quality Management	Facultat d'Economia	1	Annual

SUBJECT-MATTER

Degree	Subject-matter	Character
2260 - Master's degree in Quality Management	Orientación al cliente	COMPULSORY

COORDINATION

BERENGUER CONTRI GLORIA

SUMMARY

The aim of the course Orientation to quality, satisfaction and customer value is to understand three evaluative judgements of customers that feed back on each other to shape their experience: perceived quality, perceived value and satisfaction. The three concepts will be approached in a sequential way by analysing their demarcation, evolution, traditions, formation process and measurement alternatives. Finally, we will analyse the influence of these processes on customer responses, both positive (loyalty) and negative (responses to dissatisfaction). All of this will be approached from the point of view of the marketing process that places the customer at the centre of the strategy.

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

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

OTHER REQUIREMENTS

Knowledge specific to the Master's entrance degrees



COMPETENCES / LEARNING OUTCOMES

2260 - Master's degree in Quality Management

Collaborate effectively in work teams, assuming responsibilities and leadership roles and contributing to collective improvement and development.

Demonstrate critical and self-critical reasoning within the field of study, considering aspects such as professional ethics, moral values and the social implications of the different activities carried out.

Demonstrate knowledge and understanding of social inequalities based on sex and gender within this specific field of study; integrate the different needs and preferences based on sex and gender into the design of solutions and problem solving.

Lead teams and empower them.

Make strategic, tactical or operational decisions in the field of quality management.

Promote commitment to quality in all departments and at all hierarchical levels of the organisation.

Understand customer orientation in the context of quality management.

DESCRIPTION OF CONTENTS

1. THEME 1 From service marketing to experience marketing

- 1.1. The nature of service: service to the customer.
- 1.2. The process of servuction: service design and delivery
- 1.3. Services and experience
- 1.4. Service and experience marketing

2. THEME 2 Service quality, perceived value and customer satisfaction

- 2.1. Service quality: concept, models and measurement
- 2.2. Perceived value: concept, models and measurement
- 2.3. Customer satisfaction: concept, models and measurement



3. THEME 3 Post customer experience processes

- 3.1. Relationship Management and Loyalty Management
- 3.2. Responses to dissatisfaction: complaint behaviour and service recovery

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	40,00
Total hours	40,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	25,00
Independent study and work	25,00
Preparation of lessons	0,00
Preparation for assessment activities	10,00
Resolution of case studies	0,00
Total hours	60,00

TEACHING METHODOLOGY

For the processing of information through the use of Generative Artificial Intelligence (GAI) tools, the following considerations must be taken into account:

- ¿ As a general rule, GAI tools may not be used to achieve the main objective of assessment activities
- ¿ Teachers will explicitly indicate under what conditions and for what type of activities the use of GAI is permitted or restricted.
- ¿ If the student uses any GAI tools, they must indicate this in the work submitted. They will include a footnote or an appendix containing the prompt used, its various modifications and a fragment of the most relevant text from the response.

MD1	Theoretical classes Participative lecture
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MD2	Discussion of articles (readings)
MD3	Case studies
MD8	Visits to companies
MD9	Debate or guided discussion

EVALUATION

Code	Evaluation system	Weighting
SE4	Final test	30%
SE6	Individual work	30%
SE7	Group work	30%
SE8	Attendance and participation	10%

REFERENCES



- Lovelock, C.; Wirtz, J. (2015) Marketing de servicios. Personal, tecnología y estrategia. (7ª ed.) Pearson. ISBN-10: 6073229321; ISBN-13: 978-6073229326
- Martínez-Tur, V., Peiro, J. M., & Ramos, J. (2001). Calidad de servicio y satisfacción del cliente. Madrid: Síntesis.
- Rubalcaba, L.; Cortijo Larriba, L. (2020) Economía y gestión de la experiencia de cliente. Ediciones Pirámide. ePub ISBN 978-84-368-4277-7.
- Zeithaml, V.A., Bitner, M.J., Gremler, D.D., Mende, M. (2023) 8ª ed. Service marketing. Integrating customer focus across the firm. New York, McGraw-Hill Education.