

29023 - Public Services: Quality and Marketing

Información del Plan Docente

Academic Year	2017/18
Faculty / School	228 - Facultad de Empresa y Gestión Pública
Degree	429 - Degree in Public Management and Administration
ECTS	6.0
Year	4
Semester	Indeterminate
Subject Type	Optional
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

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

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

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.

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5.2.Learning tasks

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.Syllabus

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

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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.Course planning and calendar

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/>.

Working time (in hours):

Attendance to theoretical classes: 45

Attendance to practical classes: 15

Tutoring assistance: 20

Autonomous student work (problem solving, case preparation, etc.): 62

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Exams and works: 8
Total student work: 150 (6 ECTS)

5.5. Bibliography and recommended resources

[BB: Basic bibliography / BC: Complementary bibliography]

- [BB] Chias, Josep. Marketing público : por un gobierno y una administración al servicio del público / Josep Chias Madrid [etc] : Mac Graw-Hill, 1998
- [BB] Ivancevich, John M.. Gestión : calidad y competitividad / John M. Ivancevich, Peter Lorenzi, Steven J. Skinner ; con [la colaboración de] Philip B. Crosby . - 1ª ed., en español de la 1ª ed. en inglés Barcelona [etc.] : Irwin, 1995
- [BB] Kotler, Philip. Marketing en el sector público : todas las claves para su mejora / Philip Kotler, Nancy Lee ; colaboración y prólogo de Josep Chías ; traducción de Yago Moreno López Madrid : Pearson Educación, [2007]
- [BB] Moreno-Luzón, María D.. Gestión de la calidad y diseño de organizaciones : teoría y estudio de casos / María D. Moreno-Luzón, Fernando J. Peris Bonet, Tomás González Cruz Madrid : Prentice Hall, D.L.2001
- [BB] Rufín Moreno, Ramón.. Marketing público : investigación, aplicaciones y estrategia / Ramón Rufín Moreno, Cayetano Medina Molina . - 1a ed. Pozuelo de Alarcón (Madrid) : Esic, 2012