Academic Year/course: 2024/25

29023 - Public Services: Quality and Marketing

Syllabus Information

Academic year: 2024/25
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

This subject develops the logic of quality thinking, its organizational implications, and its applicability in the scope of public administrations. At the same time an overview of the application of marketing and its usefulness in publica administrations; as well as knowing its practical application through satisfaction surveys and the use of institutional advertising

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 and specific targets, such that the acquisition of the learning results of the subject will contribute to some extent to the achievement of objective 16.6 and 16.7 of Goal 16, and objective 4.7 of Goal 4.

2. Learning results

To pass this subject, students must demonstrate that they understand the quality systems used in the Administration, understand the importance of quality in the relationships established within the organization and between Administration and citizens and applies this knowledge to a real situation. This is how you should:

1 Identify, analyze and solve the problems raised by making decisions and playing a specific role within the team.

2 Solve as a team the design and treatment of a survey of a public service that allows measuring the level of user satisfaction.

3 Solve the problems/ exercises in which both process problems, costs or tools to help diagnose the level of internal quality achieved are analyzed. In the practical sessions the following should be carried out: group work related to specific topics, problems, practical cases, comments and discussions of reading and news. All of this will be communicated with sufficient advance notice.

3. Syllabus

Unit 1. MODERNIZATION OF ADMINISTRATION

1.1.- What is administration

1.2.- Where it should go

1.3.- The service charter

Unit 2. TOTAL QUALITY MANAGEMENT

2.1.- What TQM is and what it implies

2.2.- Return to the origin: the agility of the administrative cycle

Unit 3. PLANNING QUALITY

3.1.- The quality gurus and their philosophy. Is it applicable?

3.2.- Seeking continuos improvement

Unit 4. UTILITY FOR THE PUBLIC FUNCTIO

4.1.- Ajustment of excellence models to the public service

4.2.- Ethical considerations

Unit 5. PUBLIC MANAGEMENT AND MARKETING

5.1.- Introduction. What is marketing?

5.2.- The marketing approach in public services

Unit 6. MARKETING VARIABLES IN THE PUBLIC SERVICE

6.1.- Peculiarities of the application of the marketing to the public sector

6.2.- Marketing variables: Product, Price, Distribution and Communication

Unit 7. MARKETING STUDIES IN THE PUBLIC SECTOR

7.1.- Phases of a market study

7.2.- Secondary sources of information

7.3.- Primary sources of information: observation and communication (surveys and panels)

7.4.- Consumer satisfaction: measurement tools

Unit 8. INSTITUTIONAL ADVERTISING AND COMMUNICATION

8.1.- The public image

8.2.- Communication tools: institutional advertising

4. Academic activities

4.1. FACE-TO-FACE ACADEMIC ACTIVITIES

Lectures: 30 hours (theoretical-practical sessions in which the contents of the subject will be explained).

Practical exercises: 30 hours (problem solving and case studies, assignments, face-to-face tutorials and field visits to).

Personal study and preparation of practical assignments: 85 hours.

Assessment tests. 5 hours.

4.2. VIRTUAL ACADEMIC ACTIVITIES

Synchronous and asynchronous activities: 15 hours (theoretical-practical sessions [videoconferences and/or learning pills] at where the contents of the subject will be explained).

Distance learning activities: 15 hours (virtual networking or activities on the Moodle platform or online tutorials).

Personal study and preparation of practical assignments: 115 hours.

Assessment tests. 5 hours.

5. Assessment system

5.1. VIRTUAL MODE

In the first call there are two alternatives, which are detailed below. In the second call and for both modalities, only the global evaluation is contemplated

5.1.1. Continuous evaluation system, based on monitoring the active participation of students delivering a series of practical activities, along with passing an objective individual test. The practical activities (30% of the final grade) will consist of one practice for each topic of the subject, and all will be individual, unless otherwise indicated. They will be delivered throughout the semester and may consist of comments on readings, news, exercises and case studies. These activities, together with the objective individual test (70% of the final grade) will be carried out online through the teaching digital ring, ADD, with Moodle videoconferencing tools, tasks and questionnaires.

5.1.2. Global evaluation, based on a single test consisting of a 10-point written in-person exam. It will consist of two parts: 70% of the qualification will deal with all the concepts, both theoretical and practical, covered in the subject. A second part, about 30%, of questions formulated around one or more practical assumptions.

5.2. FACE-TO-FACE MODALITY

The evaluation system for the face-to-face modality has the same two alternatives as the virtual modality. The only difference between the face-to-face and the virtual mode is in the continuous evaluation, and is that in the former both the discussion and resolution of the practices and the objective individual test are carried out in the physical classroom with the presence of students, while in the latter these activities will be performed online with the ADD tools.

6. Sustainable Development Goals

4 - Quality Education
16 - Peace, Justice and Strong Institutions