

1. Key Information	
Module Code: 13585	Module Title: Customer needs / Necesidades del cliente
Credit Points: 4 ECTS	Module Status: Compulsory
Course Title: BSc in Engineering and Management	Module Block: Business & Management
	Module Theme: Marketing

2. Lecturer: Jorge Villagrasa Guarch	Tutorial Hours: Wednesdays from 16,00h to 18,00h. On request (by email) depending on availability.
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3. Required Reading:	
<i>Fundamentos de dirección de empresas. Conceptos y habilidades directivas</i>	<i>Iborra, M., Dasí, A., Dolz, C. y Ferrer, C.</i>
<i>Principles of Marketing</i>	<i>Kotler, P. y Armstrong, G.</i>
<i>Marketing turístico</i>	<i>Kotler, P., Bowen, J. T., Makens, J. C., García de Madariaga, J. y Flores, J.</i>
<i>Comportamiento del consumidor. Decisiones y estrategia de marketing</i>	<i>Alonso Rivas J. y Grande Esteban, I.</i>
<i>Critical thinking in consumer behavior: Cases and experimental exercises</i>	<i>Graham, J.</i>
<i>Consumer Behavior. Science and practice</i>	<i>Karde, F. R., Cronley, M. y Cline, T.</i>
<i>Comportamiento del consumidor</i>	<i>Mollá, A., Berenguer, G., Gómez, M. A. y Quintanilla, I.</i>
<i>Consumer Behavior</i>	<i>Peter, J. P. y Olson, J. C.</i>
<i>Consumer Behavior</i>	<i>Solomon, M. R.</i>

4. General overview of the module
<p>In the last decades, commercial practices have undergone significant changes due to the gradual increase of the complexity in the markets. Specifically, this complexity has favored, in the context of commercialization, the development of the strategic aspect of marketing, which has as one of its fundamental functions the analysis and understanding of consumers. As a consequence, the literature has generated a high volume of both theoretical and empirical research focused on the consumer behavior and its needs.</p> <p>From this subject, students are expected to obtain the necessary knowledge about the behavior and needs of consumers, being able to know and identify the factors that affect their development, understand their meaning, their consequences and, ultimately, the operation of the processes of decision and consumption.</p>

5. Recommended prior knowledge	
Code	Module
13532	Marketing

6. Module objectives – Learning outcomes	
Basic and General Competences	
01 - Ability to work in teams in multilingual, multidisciplinary and multicultural environments.	
04 - To learn to analyze the different elements that interact in the business decision-making.	
06 - Ability to make decisions in environments of business uncertainty and uncertainty.	
CB2 - That students know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and problem solving within their area of study.	
CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.	
CB4 - That students can transmit information, ideas, problems and solutions to a public both specialized and non-specialized.	
Specific Competences	
02 - To interpret the impact of economic variables on business activity.	
03 - To plan the implementation of business strategies.	
09 - To define the potential of companies to meet the needs of their customers.	
12 - To manage the information of a company using the right technology and systems.	

7. Teaching and learning units	
Unit	Schedule
<p><u>1. Marketing functions: Market research.</u></p> <p>1.1. What is a need? 1.2. Capture and satisfy needs. 1.3. Types of needs. 1.4. Differences between need and solution. 1.5. Marketing function. 1.5.1. Design of marketing actions. 1.5.2. Market research.</p>	<p><i>Session</i> <u>1-2-3-4-5</u></p>
<p><u>2. Goals and decision making in the organization.</u></p> <p>2.1. Goals. 2.2. Design of the goal system: Mission, general goals and operational goals. 2.3. The decision-making process.</p>	<p><u>6</u></p>
<p><u>3. Consumer behavior (1): Characteristics that affect consumer behavior.</u></p> <p>3.1. Model of consumer behavior. 3.2. (Personal) characteristics of the consumer that affect consumer behavior. 3.2.1. Cultural factors that affect consumer behavior. 3.2.2. Social factors that affect consumer behavior. 3.2.3. Personal factors that affect consumer behavior. 3.2.4. Psychological factors that affect consumer behavior.</p>	<p><u>7-8-9</u></p>
<p><u>4. Consumer behavior (2): Purchase decision process.</u></p> <p>4.1. Purchase decision process. 4.1.1. Recognition of the need. 4.1.2. Search for information. 4.1.3. Evaluation of alternatives. 4.1.4. Purchase decision. 4.1.5. Post-purchase behavior.</p>	<p><u>10-11</u></p>
<p><u>5. Components and needs.</u></p> <p>5.1. The 5 components of a company. 5.2. What is a need? What creates a need? 5.3. Needs of the human being: Classes and characteristics.</p>	<p><u>12-13</u></p>
<p><u>6. Understanding of needs.</u></p> <p>6.1. Why do people buy? 6.2. Form of expressing the needs. What is the desire? 6.3. Differences between need and solution. Fatal Error: What to do to sell more?</p>	<p><u>14-15</u></p>
<p><u>7. Satisfaction of the customer needs.</u></p> <p>7.1. The importance of the customer (the boss). Characteristics. 7.2. Identification and satisfaction of the customer needs: Objectives and strategies.</p>	<p><u>16</u></p>
<p><u>8. How is customer satisfaction determined?</u></p> <p>8.1. Importance of customer satisfaction. How is customer satisfaction determined?: Measures and particularities of customer satisfaction. 8.2. How do we get the customer's expectations? Moments of truth.</p>	<p><u>17-18</u></p>
<p><u>9. The prescription model: To capture, define and transmit the needs of the customer. Objective with the customer.</u></p>	<p><u>19-20</u></p>

8. Teaching and learning methods							
Unit	Theory (Classroom)	Practical (Classroom)	Practical (Laboratory)	Practical (Fieldwork)	Practical (ICT)	Self-guided study	TOTAL HOURS
1	5	5				17,5	27,5
2	2					3,5	5,5
3	4	3				12,25	19,25
4	3					5,25	8,25
5	2	2				7	11
6	3	1				7	11
7	1	4				8,75	13,75
8	2					3,5	5,5
9	2	1				5,25	8,25
TOTAL HOURS	24	16				70	110

9. Assessment		
Overview	Nº of activities	Weighting (%)
1. Continuous assessment	up to 5	40
Academic assignments		40
2. Exam	2	60
<u>Exam 1 (35%)</u>		<u>21</u>
Open-answer questions (6,5 points)		13,65
Multiple-choice questions (3,5 points)		7,35
<u>Exam 2 (65%)</u>		<u>39</u>
Open-answer questions (6,5 points)		25,35
Multiple-choice questions (3,5 points)		13,65

The evaluation of the students will be carried out through *continuous assessment* and *exam*:

1. Continuous assessment:

In this part, it will be valued the realization of several *academic assignments*, where it will be evaluated both *theoretical and practical contents similar to those presented in class*.

Continuous assessment *in no case will eliminate contents from the exam*. In addition, it could be assessed *individually or in groups* and will have a *weighting* in the final mark of 40%.

2. Exam:

This part will be formed by *open-answer questions* and *multiple-choice questions* following the weight indicated in the prior table. Moreover, it could *combine both theoretical and practical contents*, but also *contents from all activities* carried out during the course such as readings, visits to companies, conferences, etc.

This part will be assessed *individually* and will have a *weight* in the final grade of 60%.

The *continuous assessment is in-person* and *not recoverable*, therefore:

- *Class attendance is mandatory* (for an optimal follow-up of the subject), reason why the *absence to more than 15%* of the sessions will mean that the student *will not qualify the part of the continuous assessment*. Consequently, the *maximum mark* that could be reached by the student will be the one obtained in the *exam* (with the *aforementioned weighting of 60%*).
- The *grade* obtained during the *continuous assessment* of the subject will be *maintained*, both in the *1st call* and in the *2nd call*. On the contrary, the *grade of the exam will be recoverable* at the end of the semester (in the *2nd call*).

In order to pass the subject, an *average of 5 (or more)* must be obtained by the student in the *exam*. The *final mark* of the subject will be obtained by *weighting the average of the exam (60%)* with the *continuous assessment (40%)*, having to obtain a *final grade of 5 (or more)* to surpass the subject.

The student who *enrolls for the second time in the subject* and *does not progress to the next academic course*:

- Will be in the same conditions as the student who enrolls for the first time; being applicable, in consequence, the evaluation criteria previously established.

The student who *enrolls for the second time in the subject* and *progresses to the next academic course*:

- In order to pass the subject, an *average of 5 (or more)* must be obtained by the student in the *exam*. The *final mark* of the subject will be obtained by *weighting the average of the exam (80%)* with the *continuous assessment (20%)*, having to obtain a *final grade of 5 (or more)* to surpass the subject.
- Its continuous assessment will be evaluated through the development of a *comprehensive academic assignment of the subject* based on a real case study. To do so, the student must contact the professor to *receive specific instructions*.

All students must comply with the *rules of writing, spelling and grammar* in the development of their work and their assessment tests. These formal aspects will be taken into account in the evaluation of them.