

**SUBJECT SYLLABUS  
ACADEMIC OVERVIEW  
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**COURSE NAME AND CODE:**     **Customer Experience (962304)**

**PROGRAM:**

**Bachelor of Administration & Service (BA&S)**

**LEVEL OF STUDY:**

**Undergraduate Programme**

GENERAL ACADEMIC INFORMATION					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Service, Quality, and Hospitality				
SUBJECT TYPE	Mandatory				
LANGUAGE	Spanish				
SEMESTER	Programme	Semester			
	BA&S	4			
NUMBER OF ACADEMIC CREDITS	2				
HOURS OF ACADEMIC WORK	96	CONTACT HOURS	48	HOURS OF INDEPENDENT/AUTONOMOUS WORK	48
LEARNING PREREQUISITES	<ul style="list-style-type: none"><li>Know the importance of service in organizations, as well as its evolution.</li><li>Know the concepts of service and hospitality, as well as their representative authors.</li></ul>				
INTERNATIONAL COMPONENT	<ul style="list-style-type: none"><li>National and international standards, policies, regulations and mores related to the professional field.</li><li>Vocabulary and technical language to communicate in different cultural contexts.</li><li>Intercultural challenges.</li><li>Courses linked to international challenges or projects with teams composed by both international faculty and students.</li></ul>				

SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 4. Quality					
COURSE DETAILS						
COURSE DESCRIPTION	This subject empowers the student to acquire knowledge and analytical thinking typical of service administrators about the design and implementation of a consumer experience, articulating trends and models of Consumer Behaviour. Neuromarketing, Service Management, Service Marketing, Management of Emotions and Service Culture, with an ethical approach and sensitive to human value, in all experiences of the service cycle, for all sectors of the economy. It also seeks to develop the ability to investigate, through the appropriation of current and comprehensive, qualitative and quantitative methods of knowledge of the service consumer. Know, understand and apply strategies and tactics to effectively manage consumer experiences. Develop the ability to innovate services from the perspective of technology and Design Thinking. During its development, the student knows and applies the methods of culture construction to offer a value experience to the consumer, formulates guides and procedures to design multi-channel strategies, ensuring valuable experiences in all the consumer's Touch Points. Finally, it intends that, students can know, understand and apply methods related to processes and mapping of experiences, based on emotion-meaning schemes, in an empathic way. Know, understand and apply a metric system to ensure the successful management of CEM.					
KEY WORDS:	Consumer experience, service management, service culture and value experiences.					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO01 ILO02 ILO03 BA&S ILO07 BA&S ILO08	Learn about the consumer experience management model and its value in service Administration.	Knowledge	<b>Module 1:</b> The customer experience, past, present and future Perspective and prospective of the consumer experience. Vision of the evolution of service models for the management of emotions. Vision of the evolution of service models for the management of emotions. Integrating the past, present and future in the Consumer Experience. <b>Module 4:</b> Design of the emotional and significant profile of the experience consumer Characterization of the consumer profile.	Theoretical Class	Summative Assessment

				<p>The design the map of emotions, meanings and expectations of the service</p> <p>The design of the empathy map</p> <p>Design of the social map and Shopping Experience.</p> <p><b>Module 6:</b> Design of the Journey Map and emotional matrix and meanings, as a starting point.</p> <p>Design of the emotional and meaning matrix, integrating attributes, benefits, emotions and consumer values, as pillars of experiences.</p> <p>Elaboration of the experience map for all the touch points of the service, considering the life cycle of the service.</p> <p>The Design of a portfolio of services to ensure valuable experiences</p> <p>The design of the portfolio of services based on the application of the "Complete Product and Augmented Product" model, based on the pillars of the Basics of Service.</p> <p>Effective Co-production and Self-service strategies, Design Thinking application.</p> <p>Scheme to integrate the service portfolio, with the experience map, ensuring the value of the service experience.</p> <p><b>Module 12:</b> How to establish emotional bonds in the communication experience.</p> <p>Definition of the concept and the promise of value of the service.</p> <p>What should we communicate? Meanings and contents of an experience of value.</p> <p>Scheme to integrate the service portfolio, with the experience map, ensuring the value of the service experience.</p> <p><b>Module 12:</b> How to establish emotional bonds in the communication experience.</p> <p>Definition of the concept and the promise of value of the service.</p>		
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				<p>What should we communicate? Meanings and contents of an experience of value.</p> <p>The Servicescape and sensory experiences, key in CEM.</p> <p>Consumer education as a starting point.</p> <p>Design of emotional messages to link your consumer in all experiences of the service.</p> <p><b>Module 14:</b> Construction of a culture of experiences of value for human talent</p> <p>Managing a service-oriented culture, a pillar of excellence in customer experiences.</p> <p>Endomarketing strategies and tactics, to build cohesive and committed cultures aimed at achieving internal value experiences.</p>		
		<p>Know the consumer in his human, biological, psychological and anthropological dimension, for the creation of value in the delivery of the service.</p>	<p>Knowledge</p>	<p><b>Module 2: Knowing and understanding the consumer, starting point for the design of value experiences</b></p> <p>Current consumer research methodologies, before, during and after the experience.</p> <p>Qualitative and quantitative methods.</p> <p>Methodologies, instruments and procedures to measure Neuro-Psychological, Biological, Psychological and Anthropological responses.</p> <p>Netnography and observation, its impact and effectiveness on consumer knowledge.</p> <p>Coolhunting, network research methods.</p> <p><b>Module 3: Research methods and instruments for the design of experiences of value</b></p> <p>identification of socio-demographic and cultural factors of the consumer.</p> <p>The lifestyle, as a starting point to characterize the consumer.</p> <p>Know the habits of purchase and use of services.</p> <p>Know and understand the perceptions, emotions and expectations of the service.</p>	<p>Projects Based Learning</p>	<p>Formative Assessment</p>

				<p>Identification of culture and social factors. Impact dimensions on the Consumer experience.</p> <p><b>Module 8: Technology to ensure a delightful consumer experience</b></p> <p>Strategies for defining the necessary technology, in order to deliver value to the consumer experience.</p> <p>The applications and Software, most used.</p> <p>Success stories.</p> <p><b>Module 13: Relationship Management in Consumer Experience Management</b></p> <p>Relationship management to ensure the fulfilment of the promise of value.</p> <p>Effective communication strategies in personalized service.</p>		
		Formulate experiences of value in the service that generate customer satisfaction.	Skills	<p><b>Module 4: Design of the emotional and significant profile of the experience consumer</b></p> <p>Characterization of the consumer profile.</p> <p>The Design the map of emotions, meanings and expectations of the service</p> <p>The Design of the empathy map</p> <p>The Design of the social map and Shopping Experience.</p> <p><b>Module 5: The Design of the value experiences model</b></p> <p>Identify the components of the value experiences model.</p> <p>The meaning of integrating: people, processes, systems and technology.</p> <p>Design of the innovative value experiences model. Applying Design Thinking methods.</p> <p>Effective strategies to implement the model.</p> <p><b>Module 7: Managing consumer experiences</b></p> <p>Integrated process design, ensuring a delightful experience and value in service.</p> <p>Incorporation of the dimensions of value and excellence in service, in the cycle of experiences.</p>	Projects Based Learning	Formative Assessment

				<p>Design of activities of value and reduction of psycho-social and economic costs to consumers, for each of the consumer's touch-points.</p> <p><b>Module 9: Design of communication channels for all consumer experiences</b></p> <p>Key factors to design a channel that delivers valuable experiences to the consumer.</p> <p>Design of the effective multichannel strategy.</p> <p>Design of personal, technology and Serviescape channels for value experiences.</p> <p><b>Module 10: How to establish emotional bonds in the communication experience.</b></p> <p>Definition of the concept and the promise of value of the service.</p> <p>What should we communicate? Meanings and contents of an experience of value.</p> <p>The Serviescape and sensory experiences, key in CEM.</p> <p>Consumer education as a starting point.</p> <p>Design of emotional messages to link your consumer in all experiences of the service.</p> <p><b>Module 15: Transformative Leadership for Experience Management</b></p> <p>The commitment of leaders, essential to the achievement of success in CEM.</p> <p>Winning strategies and competitions.</p> <p>Talent training for CEM</p> <p><b>Module 16: Strategies for Loyalty</b></p> <p>Loyalty models. Exceeding customer satisfaction.</p> <p>Metrics to measure loyalty: Net Promoter Score.</p> <p><b>Module 17: Control and evaluation systems to ensure the success of CEM</b></p> <p>Definition of Soft and Hard standards for the consumer experience cycle.</p>		
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				Methods and instruments to measure the impact of CEM CEM results management.		
		Formulate solutions to client problems with an assertive and positive attitude and communication.	Skills	<b>Module 5: Design of the value experiences model</b> Identify the components of the value experiences model. The meaning of integrating: people, processes, systems and technology. Design of the innovative value experiences model. Applying Design Thinking methods. Effective strategies to implement the model. <b>Module 10: How to establish emotional bonds in the communication experience.</b> Definition of the concept and the promise of value of the service. What should we communicate? Meanings and contents of an experience of value. The Serviescape and sensory experiences, key in CEM. Consumer education as a starting point. Design of emotional messages to link your consumer in all experiences of the service.	Projects Based Learning	Formative Assessment
ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.  ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.  ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.  BA&S ILO07: Understand the needs of people and organizations as well as the tendencies of service and hospitality, which prevail in the marketplace in order to design solutions that satisfy the needs of both internal and external customers.  BA&S ILO08: Understand transformational leadership to improve organizations and human resource development.						
<b>BIBLIOGRAPHY</b>	<ul style="list-style-type: none"> <li>Goodman J. (2014) Customer Experience 3.0: High-Profit Strategies in the Age of Techno Service. New York: American Management Association.</li> </ul>					

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- Harris, E. (2013). Customer Service: A practical Approach. Boston: Pearson.
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- Kems E.,Bui M. & Chapa S., ( 2012) The role of Advertising in consumer emotion management. Texas State University, International Journal of Advertising, Vol. 31(2), pp. 339-353.
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- Casos, estudios y papers en las bases de datos de la Universidad de la Sabana, Consulta en Ebsco Journal of Customer Experience, y Journal of Consumer Behavior y Journal of Brand Managemet, EBSCO, Goggle Academics, Benchmark y Euromonitor.
- Casos prácticos actualizados y complementarios, en publicaciones especializadas.