SYLLABUS
ANALYSIS OF CONSUMER SATISFACTION
2019-2020

1. Program information

1.1. Higher education institution	University of Piteşti
1.2. Faculty	Faculty of Economics and Law
1.3. Department	Management and Business Administration
1.4. Field of studies	Management
1.5. Cycle of studies	Master
1.6. Program of studies	Strategic Management and Business Development

2. Course information

2.1	Name					**Analysis of Consumer Satisfaction**					
2.2	Course teacher										
2.3	Seminar teacher										
2.4	Year of studies	II	2.5	Semester	I	2.6	Evaluation type	colloquy	2.7	Course type	Optionally

3. Total estimated time

3.1	Number of hours per week	3	**3.2**	of which course	2	**3.3**	S / L / **P**	1
3.4	Total hours from curriculum	42	**3.5**	of wihich course	28	**3.6**	S / L / **P**	14

Time distribution	ore
Study the textbook, course support, bibliography and notes	36
Further reading in the library, on the online platforms and field	30
Preparing seminars, homework, portfolios and essays	36
Tutoring	4
Examinations	2
Other activities	-

3.7	Total hours of individual study	108
3.8	**Total hours per semester**	**150**
3.9	**Number of credits**	**6**

4. Prerequisites

4.1. of curriculum	-
4.2. of competences	analysis, synthesis, divergent thinking, drafting reports, drafting analysis, being able to put into practice concepts ant theories

5. Requirements

5.1. for courses	The lecture room should be equipped with a video-projector.
5.2. for seminars	The seminar room should be equipped with a video-projector and at least 10 computers.

6. Specific acquired competences

Professional competences	C5 - Analiza şi interpretarea informaţiilor de piaţă pentru fundamentarea deciziilor în afaceri – 2 CP; C6 - Fundamentarea deciziilor strategice pentru atragerea şi păstrarea clienţilor utilizând metode şi tehnici moderne de vânzare – 4 CP.
Transversal competences	

7. Course objectives (based on the specific acquired competences)

7.1. General objective	Knowledge dissemination, aprofundate, explanation, interpretation of the concepts, theories, methods and tools specific for the domain; Evaluation and diagnosis of the marketing environment based on analysis methods and tools. Presenting the usage of the quantitative and qualitative methods for assessing the customer satisfaction.
7.2. Specific objectives	*A. Cognitive objectives cognitive* 1. Understanding the role of assessing the customers satisfaction; 2. Understanding the principles and methods used for customers satisfaction assessment

	3. Familiarizing students with the methods and tools used in marketing research 4. Familiarizing students with the research plan drafting and implementing 5. Familiarizing students with research report drafting *B. Procedural objectives* 1. students should be able to use customers feedback for improving marketing strategies; 2. Collecting and processing data from documentary sources and primary sources, developing skills to use the methods, techniques and research tools for making strategic choices of sustainable business development. *C. Attitudinal objectives* 1. Respecting the rules of professional deontology, based on explicit value options of a specialist in management; 2. Cooperation and teamwork to solve various job tasks; 3. Using specific methods to develop plans of personal and professional development.

8. Contents

8.1. Course		**No. of hours**	**Teaching methods**	**Observations Resources**
1	Introduction in the topic of the course, objectives, exam requirement. Customers' satisfaction assessment - introduction into the topic.	2	Lecture Heuristic conversation Problem solving Explanation Debate	Power Point presentations Didactical short movies Working forms
2	Introduction in customers' behavior.	6		
3	The process of customers' satisfaction assessment –how to plan and report into the process.	4		
4	Quantitative research methods used into the customers' satisfaction assessment process	6		
5	Qualitative research methods used into the customers' satisfaction assessment process	6		
6	Business performance assessing using customers' satisfaction, customers' loyalty and customers retaining rates.	4		

Bibliography:

1. Duțu Amalia, Understanding Consumers' Behaviour Change in Uncertainty Conditions: A Psychological Perspective, in Handbook of Research on Retailer-Consumer Relationship Development, editori: Fabio Musso and Elena Druică, DOI: 10.4018/978-1-4666-6074-8, IGI Global, SUA, 2014
2. Duțu Amalia, Quantitative and qualitative methods for customers' satisfaction assessment – theory and practice., suport de curs pe support electronic, 2015.
3. Ramees Rahman. M, Safeena P., Customer Needs and Customer Satisfaction, Research Gate Platform, https://www.researchgate.net/publication/303813023_Customer_Needs_and_Customer_Satisfaction, 2016
4. NTHIJS, N., STAES, P., Customers Satisfaction Management, European Primer on Customer Satisfaction Management, http://www.eupan.eu/files/repository/20101215131727_EU_Primer_English__FINAL_LR.pdf, 2008
5. Greener S., Business Research Methods, Ventus Publishing ApS, http://gent.uab.cat/diego_prior/sites/gent.uab.cat.diego_prior/files/02_e_01_introduction-to-research-methods.pdf, 2008

8.2. Project		**No. of hours**	**Teaching methods**	**Observations Resources**
1	Seminar minimum requirements and final mark calculation. Discussions on the projects' guide.	2	Heuristic conversation Problem solving Case studies Roll playing	Power Point presentations Scientific articles SPSS Short didactic movies
2	Quantitative research methods usage form customer satisfaction assessment. How to draft a research plan. Dissections on the topic.	4		
3	Data analysis using SPSS – descriptive statistics (fervencies, mean values, crosstabs, case reports, graphics and tabs). Research report drafting.	4		
4	Qualitative research methods usage form customer satisfaction assessment. How to draft an in-depth interview guide and research report. Dissections on the topic.	2		
5	How to use customers' feedback to improve the marketing strategy. How to use customers' satisfaction, customers' loyalty and customers retaining rates for business performance assessment.	2		

Bibliography:

1. Duțu Amalia, Understanding Consumers' Behaviour Change in Uncertainty Conditions: A Psychological Perspective, in Handbook of Research on Retailer-Consumer Relationship Development, editori: Fabio Musso and Elena Druică, DOI: 10.4018/978-1-4666-6074-8, IGI Global, SUA, 2014

2. Duțu Amalia, Project guide- Drafting a market survey plan and a final research report material didactic in format electroni, 2015.
3. Ramees Rahman. M, Safeena P., Customer Needs and Customer Satisfaction, Research Gate Platform, https://www.researchgate.net/publication/303813023_Customer_Needs_and_Customer_Satisfaction, 2016
4. Greener S., Business Research Methods, Ventus Publishing ApS, http://gent.uab.cat/diego_prior/sites/gent.uab.cat.diego_prior/files/02_e_01_introduction-to-research-methods.pdf, 2008
5. Oancea, Olimpia, Mihaela Diaconu, and Amalia DUŢU. "Analyzing The Consumer Profiling For Improving Efforts Of Integrated Marketing Communication." *SEA-Practical Application of Science* 4 (2014): 101-108.

* NOTES:
1. The seminars consists of projects, direct interventions, debates, teamwork etc., activities considered in the final evaluation.
2. The projects are conducted in teams.

9. Course contents corroboration with the demands of the epistemic community representatives, professional associations and related employers.

• the accuracy of using concepts and theories learned during this course will meet employers' requirements;
• the procedural and attitudinal competencies to be acquired during this course will meet the expectations of business professional associations and employers.

Note: The University of Pitești evaluates periodically the degree of satisfaction of the employers' representatives towards the professional and transversal competences acquired by our graduates.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share of final mark
10.4 Course	- written exam: the quality and consistency of treating subjects; - logical coherence; - assimilation degree of specialized language.	Final evaluation	30%
10.5 Project	- active participation during the seminars, solving the case studies; - compliance with the requirements of the project .	Involvement in seminar activities (case studies, roll playing) case study project evaluation (quantitative research)	10% 30% 30%
10.6 Minimum performance standard	Minimum requirements for the pass mark 5: achieving the following minimum skills: C6. The students should be able to analyze and interpreting customer feedback and incorporate this into strategic decisions.		

Completion date, Course teacher, Seminar teacher,

Approval date in Department Council, Head of Department, (provider) PhD Associate Professor Daniela MIHAI Head of Department, (beneficiary) PhD Associate Professor Daniela MIHAI