

Course Unit	Customer Journey and Customer Experience		Field of study	marketing and advertising	
	Post-Graduation in Digital Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2022/2023	Year of study	1	Level	
Type	Semestral	Semester	1	ECTS credits	2.0
				Code	5068-787-1104-00-22
Workload (hours)	54	Contact hours	T -	TP -	PL -
			TC -	S -	E -
			OT -	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Ricardo Jorge Vieira Correia

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Identify new trends and understand the impact on customer expectations and buying behavior
2. Evaluate and identify opportunities in the customer experience, by understanding consumer behavior
3. Design customer journey maps and develop digital and multichannel experiences
4. Plan and measure the delivery of differentiating customer experiences
5. Develop and use the Voice of the Customer to define priorities and understand the challenges and barriers for a Customer Centric company

Prerequisites

Before the course unit the learner is expected to be able to:
Not applicable

Course contents

- 1 - Customer knowledge
- 2 - Customer Experience Design
- 3 - Customer Experience Execution

Course contents (extended version)

1. Customer knowledge
 - Consumer behavior
 - The Voice of the Customer: tools, data and customer insights
 - Development of user personas and profiles
2. Customer Experience Design
 - Mapping of customer journeys
 - What is the Customer Experience (CX)?
 - Touchpoints: delivery failures and opportunities
 - Designing the customer experience
3. Customer Experience Execution
 - Evolution of customer journeys and the digital dimension
 - Customer experience metrics
 - Change management and implementation roadmap
 - The customer-centric organization

Recommended reading

1. Kumar, V., & Reinartz, W. (2018). Customer relationship management: Concepts, strategy, and tools (3rd ed.). Springer. ISBN: 9783662553800
2. Marques, A. (2014). Marketing relacional: Como transformar a fidelização de clientes numa vantagem competitiva (2ª ed.). Edições Sílabo ISBN: 9789726187622

Teaching and learning methods

Presentation, debate and practical application of the issues taught

Assessment methods

- Final evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
- Practical Work - 100% (Practical work, individually or in group.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

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30-06-2023	30-06-2023	30-06-2023