University of Gdańsk

Subject card

Subject name and code	Customer Experience Design, PG_00155431		
Field of study	Management		
Date of commencement of studies	October 2024	Academic year of realisation of subject	2024/2025
Education level	postgraduate studies	Subject group	Obligatory subject group in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	English
Semester of study	2	ECTS credits	4.0
Learning profile	academic	Assessment form	
Conducting unit	Katedra Marketingu -> Faculty of Management		

Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Anna Dziadkiewicz
	Teachers	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						

Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
	Number of study hours	30	21.0	49.0	100

Subject objectives	The aim of the course is to equip students with the knowledge and skills necessary to design, implement and manage processes related to creating exceptional customer experiences (Customer Experience, CX). Students will learn to identify the key factors influencing customer satisfaction and loyalty, understand how to conduct research on customer needs and preferences, and learn tools and methods to effectively shape interactions at each stage of the customer pathway.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_K02] The student is aware of the need to supplement and expand the acquired knowledge and skills and strives to combine knowledge from different fields and disciplines of science interdisciplinarily. The student can inspire others to learn.	The student understands the importance of continuous development of knowledge and skills in the area of customer experience design. He/she is aware of the need to integrate knowledge from different fields such as management, psychology, marketing or technology in order to create innovative CX solutions.	[SK8] observation of student's independent or team work
	[ZARZMU2_W04] The student has an extended knowledge of the enterprise environment, its factors and changes occurring in this area, as well as the relations, significance and influence of the environment and stakeholders on the functioning of the enterprise. The student has expanded knowledge of tools for diagnosing macro- and micro-environment.	The student has knowledge of the enterprise environment from the Customer Experience perspective, understands the key factors influencing the design and management of the Customer Experience and the changes taking place in this area. The student is aware of the relationship between the enterprise and its stakeholders and understands how the enterprise's environment and its stakeholders influence the design of the Customer Experience strategy.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[ZARZMU2_U02] The student can use the legal acts to regulate the formal and legal organization of the establishment and operation of enterprises in Poland in an in-depth way.	Students will be able to make in-depth use of legal acts regulating the sphere of personal data protection, consumer rights and other regulations connected with the shaping of the Customer Experience.	[SU5] implementation of a problem task
	[ZARZMU2_K04] The student knows the need to resolve dilemmas related to the profession's performance and fulfilling social obligations. He correctly identifies them.	The student is aware of the need to resolve ethical and social dilemmas related to customer experience design and customer relationship management. He/she is able to correctly identify these dilemmas, taking into account the impact of decisions on customer satisfaction, corporate reputation and long-term social commitments of the organisation.	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work
	[ZARZMU2_U07] The student can search for detailed information to make rational and complex decisions of an operational and strategic nature in enterprises.	The student is able to search for information and analyse data on customer preferences and behaviour in order to make rational and complex operational and strategic decisions that optimise the customer experience.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task
	[ZARZMU2_W02] The student has an expanded knowledge of the relationship between the disciplines of the social sciences crucial to understanding the essence of economic processes.	The student has an extended knowledge of the relationships between the different areas of management, marketing and psychology that are central to understanding and designing the processes that shape the customer experience (Customer Experience).	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
Subject contents	1. Introduction to Customer Experience (CX) 2. Customer Experience Design. The role of Design Thinking in creating innovative CX solutions. 3. Personalisation and segmentation of the customer experience 4. Customer Experience strategy 5. Business Model Canvas 6. Case study analysis		
Prerequisites and co-requisites	The student should have a solid foundation in management, especially in areas such as marketing, human resource management and business strategy. Knowledge of concepts such as market segmentation, positioning, market research, and marketing mix will be helpful. In addition, the ability to analyse data and a basic knowledge of statistics and research methods can be used for customer satisfaction analysis and market research.		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	final project	60.0%	40.0%
	class attendance	80.0%	20.0%
	essays	60.0%	40.0%
Recommended reading	Basic literature	1. Schwartz, E. (2017). *Exploring experience design: Learn how to unify customer experience, user experience and more to shape lasting customer engagement in a world of rapid change.* Birmingham: Packt Publishing. 2. Reason, B., Løvlie, L., & Brand Flu, M. (2015). *Service design for business: A practical guide to optimizing the customer experience.* Wiley. Both books are available in the UG library in open access.	
	Supplementary literature	Materials recommended by the lecturer during classes.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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