



VALUE CREATION TO THE CUSTOMER

CODE: **ENST55009**

CREDIT HOURS: **40 HOURS**

PROFESSOR: **SERGIO SILVA DANTAS**

OBJECTIVES

General

Enable students to identify and assess the needs of customers and consumers, expressed in perceived value in relation to the company's products and services, aiming to turn it into an opportunity for your business.

Específic

- Provide an understanding of the multiple dimensions involved in the perception and desires of customers and consumers, in their experience with the products or services offered by the company, in addition to the rationality of the cost / benefit ratio.
- Enable students to use mechanisms and tools of the marketing process, in order to enable them to characterize what is of value to customers and consumers, enabling them to take advantage of an effective business opportunity.

FOCUS AND APPROACH

The discipline focuses on meeting the needs and desires of customers and consumers, capable of creating value for them, as crucial factors for exploring new market opportunities.

The approach uses the application of theories and tools applied to students' concrete situations, providing space for the discussion of issues in their professional treatment, with the elaboration of applied works. Also, the approach is of an applied nature, providing a broad discussion on the use of the methodology adopted in the discipline.



CONTENT

1. The multiple dimensions of the perception of value by customers and consumers
2. Understanding B2C consumer behavior, aiming to create value
3. Understanding B2B consumer behavior, aiming at value creation
4. Instruments and techniques for creating and evaluating the value attributed to products/services
5. Enabling conditions for offering value
6. Implications for resources, processes and capabilities
7. Creation of value for other stakeholders
8. Creation of value KPIs.

TEACHING-LEARNING STRATEGY

The teaching-learning process comprises the following basic procedures: previous readings, classroom discussions and development of practical work, carried out in groups of students or individually.

Classes take place in person. In these classes, concepts and approaches are discussed in order to understand the fundamentals of the various themes involved in the process of creating value for the customer.

The product of the course is a complete practical work, but succinct, structured in the format of the Course Completion Work report, which appears in the book “Methodology for Practical and Applied Works” and with complementary support material. This project is presented by the students in the last class, in plenary.

BIBLIOGRAPHY

Almeida, F.C; Onusic, L.M, & Lesca, H. (2007). Criação de sentido e criatividade no monitoramento estratégico do ambiente. *R.Adm.*, São Paulo, v.42, n.4, p.405-413, out./nov./dez.

Azzari, V., Mainardes, E. W., Cristo-Andrade, S., Durans, A. de A., Vale, C. do, & Macedo, C. J. T. (2024). Co-creation of Value and Social Marketing: Systematic Literature Review and Future Research Agenda. *Journal of Creating Value*, 10(1), 1-16.



Brandenburger, A.M. and Stuart, H.W., Jr. (1996), Value-based Business Strategy. *Journal of Economics & Management Strategy*, 5: 5-24.

Dantas, Sérgio S., Dohme, Vania D., Prado, Karen P. L. A. (2018). *Comportamento do consumidor: entendendo o comprador do século XXI*. São Paulo, SP: Ed. Mackenzie.

Kaplan, R.S., & Norton, D.P. (2000). Having trouble with your strategy? Map it... *Harvard Business Review* – Sept-Oct

Kotler, P., Keller, K. L. (2019). *Administração de Marketing*. São Paulo, Ed. Pearson

Marcondes, Reynaldo C., Miguel, Lilian A. P. & Franklin, Marcos A.(2023) *Método da solução de problemas para o desenvolvimento de negócios*. São Paulo, Editora Mackenzie.

Meirelles, Dimaria S. (2019) *Business Model and Strategy: In Search of Dialog through Value Perspective*. *Rev. adm. contemp.* 23 (6).

Miguel, L. A. P., Marcondes, R. C., & Caldeira, A. (2023). Process proposal to creating and evaluating value for the customer. *Práticas Em Contabilidade E Gestão*, 11(1).

Priem, R. L. A consumer perspective on value creation. (2007). *Academy of Management Review*, Vol. 32, No. 1, 219–235.

Zeithaml, V. (1988). Consumer perception of price, quality and value: A means-end model and synthesis of evidence. *Journal of Marketing*, V. 52, July, p.2-22

Zeithaml, V., Verleye, K., Hatak, I., Koller, M., & Zauner, A. (2021). Three Decades of Customer Value Research: Paradigmatic Roots and Future Research Avenues. *Journal of Service Research*. 23. 409-432.