

SYLLABUS

DIVISION: Business and Engineering Technology

REVISED: Spring 2014

CURRICULAR IN WHICH COURSE IS TAUGHT: Business Management and Marketing

COURSE NUMBER AND TITLE: MKT 170 Customer Service

CREDIT HOURS: 1 HOUR/WK

LEC: 1 HOUR/WK

LAB: 0

LEC/LAB COMB: 1

I. CATALOG DESCRIPTION: Introduces students to the concepts of marketing as they related to customer service. Teaches development of customer service training and implementation of strategies to improve customer relations and service. Includes lecture, role-playing and casestudies.

II. RELATIONSHIP OF THE COURSE TO CURRICULAR OBJECTIVES:

MKT 170 addresses the following Marketing program outcomes: DCC Marketing graduates will demonstrate the ability to:

- understand the role and practice of marketing within an organization, including theoretical and applied
- apply the strategic principles of selling to consumer buying behavior and marketing decisions as it relates to the marketing goals and objectives

MKT 170 addresses the following Business Management program outcomes: Business Management graduates will demonstrate basic principles of human relationship skills which can be used to successfully interrelate with customers, associates, employees, and superiors in a business setting.

III. REQUIRED BACKGROUND/PREREQUISITIES: None

IV. COURSE CONTENT:

- Customer Service Definitions
- The Challenges of Customer Service
- Problem Solving
- Strategy for Formulating a Plan for Success
- Empowerment
- Communications in Customer Service
- Coping with Challenging Customers
- Motivation
- Leadership in Customer Service
- Customer Retention and Measurement of Satisfaction
- Technology and Customer Service
- Excellence in Customer Service

V. THE FOLLOWING GENERAL EDUCATION OBJECTIVES WILL BE ADDRESSED IN THIS COURSE (Place X by all that apply)

- X Communication
- X Critical Thinking
- X Cultural and Social Understanding
- Information Literacy
- X Personal Development
- Quantitative Reasoning
- Scientific Reasoning

VI. LEARNER OUTCOMES**VII. EVALUATION**

<ul style="list-style-type: none">• Understand what customer service is and why it is important• Recognize the difference between customer expectations and perceptions• List examples of customer service• Identify the needs of every customer• Explain the difference between external and internal customers• Distinguish customer attributes• Understand the high cost of losing a customer	In-class assignments Written tests
<ul style="list-style-type: none">• Identify barriers to customer service• Recognize and manage customer perceptions• Assess primary and secondary expectations• Define scope of influence and determine ways to use it• Explain cultivating credibility• List and interpret the ethics checklist	In-class assignments Written tests
<ul style="list-style-type: none">• Define and explain problem solving• Describe brainstorming and diagramming• Illustrate mind mapping• Develop negotiation skills	In-class assignments Written tests
<ul style="list-style-type: none">• Define strategy• Create goals for planning• Explain infrastructure• List examples of culture in the workplace• Explain consumption behavior• Use market segmentation to divide customers into groups	In-class assignments Written tests
<ul style="list-style-type: none">• List examples of empowerment• Explain a mission and purpose statement• Define coproduction and self-sufficiency and create examples• Understand a well-designed customer service system	In-class assignments Written tests
<ul style="list-style-type: none">• Explain the relationship between communication and customer service• Define customer intelligence• Discuss the benefits of relationship marketing• List the main methods of communication• Demonstrate the use of voice inflection and create your own words to avoid	In-class assignments Written tests
<ul style="list-style-type: none">• List reasons customers are challenging• Explain tips to keep from creating challenging customers• Explain the productive nature of empathy• Define responsibility check• Discuss what to do when you make mistakes with customers	In-class assignments Written tests
<ul style="list-style-type: none">• Define motivation• Differentiate between needs and wants• List common motivating factors• Explain the impact that high or low morale may have• Perform self-assessment• Shares methods of self-motivation	In-class assignments Written tests

<ul style="list-style-type: none"> • Define leadership • Perform a self-appraisal of leadership abilities • Differentiate between formal and informal leaders • List characteristics of excellent leaders • Demonstrate effective goal-setting • Create job aids • Experiment with illustrating leadership without position in your own work setting 	In-class assignments Written tests
<ul style="list-style-type: none"> • Define customer retention • Explain the value of existing customers • Define churn • Calculate churn rate, defection rate, and customer lifetime value • Identify how to tell if you need to improve your customer retention • List steps for establishing a customer-retention program • Create a list of ideas for evaluating your own performance 	In-class assignments Written tests
<ul style="list-style-type: none"> • Identify some ways that customers of the 21st century search for and make purchases • Recognize customers' expectations of service providers • Explain some of the most rapidly advancing technologies that customers are seeking out • Express an understanding of what a call center is and some of the new trends in call center management • Explain teleselling • List the new ways that customers are doing business over the internet • Understand the balance of serving customers using traditional and technological methods 	In-class assignments Written tests