

BCIT



8947

Course Code: MKTG 1212

Course Name: Customer Relations 2

Instructor:

Date: 199820

COURSE OUTLINE

MKTG- Customer Service 2

1212

WEEK LECTURE	MATERIAL COVERED	REFERENCES
Day 1	Course Introduction Student Introductions Student Goals & Expectations Assignments Given Grading System Review of Customer Service Case Studies	
Day 2	Review of Day 1 Case Study - Service as Gift Giving ♦ Learning from Customer Defections ♦ Definitions of Interest ♦ Marketing Customer Service - Competitive Angle ♦ Group Project ♦ Questions & Answers	
Day 3	Review of Day 2 Case Study - Spirit of Customer Partnership Case Study - The Coming Battle for Customer Information Group Project Mid Term Exam Questions & Answers	
Day 4	Review of Day 3 Case Study - Service by Design Case Study - The Four Faces of Mass Customization Group Project Review for Final Term Exam	
Day 5	Final Exam - A.M. Group Project Presentations Questions & Answers	