



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
School of Business
Program: Part Time Studies

Option: Marketing Management

ENTERED APR 15 1999
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Course Outline for:
MKTG 2212
CUSTOMER SERVICE
STRATEGIES

Date: April 1999

Hours/Week:	3	Total Hours:	36	Term/Level:	199920
Lecture:	3	Total Weeks:	12	Credits:	3
Lab:					
Other:					

Instructor Rick Kroetsch

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Course Description

This course deals with the impact of Customer Service on organizations. The material takes the student through the steps necessary to implement a true customer-focused organization. Emphasis is placed on practical methods of assessment and implementation of measurable corporate objectives.

The student will be able to implement a strategy for taking any organization to becoming truly customer-focused.

Instructional Approach

The lectures will consist of discussion of key concepts in each subject area. Consistent attendance is a must for success in this course.

Lectures will also consist of discussion of concepts and case studies. As the examination emphasizes the ability to apply concepts to actual situations, the fullest possible participation in discussions will provide the best preparation.

Text(s) and Equipment

Required: there is NO required text for this course. Attendance in lecture therefore is extremely important. Cases and any other written material will be handed out in class.

Evaluation

Final Examination	30	%
Midterm Test	20	%
Corporate Customer Service Strategy Project	30	%
Project Presentation	10	%
Participation / Attendance	10	%
TOTAL	100	%

Course Learning Outcomes

At the end of this course, the student will be able to:

- Evaluate customer service strategies within organizations
- Identify key customer service index indicators necessary to achieve high customer service standards
- Understand key principles involved in evaluating existing levels of customer service from the customer's point of view
- Prepare a report evaluating and making future recommendations on corporate customer service strategies
- Determine what factors to measure
- Identify the most advantageous yet feasible cost / benefit analysis
- Learn to successfully break past barriers for success
- Ensure that the corporation stays on course in the future with their strategy

Course Notes (Policies and Procedures)

ALL OUTLINES, SCHEDULES, AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

CHEATING, PLAGIARISM AND DISHONESTY: "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)



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Schedule for: **MKTG 2212** **Customer Service Strategies**

** This schedule is subject to change at the discretion of the instructor.*

Week	Date	LECTURE	Misc.
Week 1	April 12	Introduction Creating the Customer Driven Company	Project Review
Week 2	April 19	Creating a Customer-Keeping Vision Customer Driven Measurement Measuring Performance	Customer Service Index
Week 3	April 26	The Voice of the Customer Customer Needs Driving the Organization Know Your Customer	Executive Summary
Week 4	May 3	Setting Standards, Goals, and Objectives Benchmarks Improving the Process	Corporate Audits
Week 5	May 10	Walk in Your Customer's Shoes Customer Communication	Tracking Systems
Week 6	May 17	MID TERM EXAM	Group Work
Week 7	May 24	Convert Learning to Action Brainstorming	Personnel Strategy
Week 8	May 31	Making it Personal Let your Personnel Know Breaking More Barriers	Implementation
Week 9	June 7	Moments of Truth Process Evaluation Why Don't they Complain	Cost Benefit Analysis
Week 10	June 14	Staying the Course into the Future Follow-up Strategy Review	Group Work
Week 11	June 21	Customer Service Strategy Term Project Due GROUP PRESENTATIONS	
Week 12	June 28	FINAL EXAM	