



SEP 09 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**Option: **Marketing Management****MKTG 2212****Strategies in Customer Service**

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<b>Hours/Week:</b>	<b>3</b>	<b>Total Hours:</b>	<b>36</b>	<b>Term/Level:</b>	<b>200020</b>
<b>Lecture:</b>		<b>Total Weeks:</b>	<b>12</b>	<b>Credits:</b>	<b>3</b>

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**Prerequisites:**

MKTG 1112 – Customer Relations

**Course Objectives:**

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.

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**Evaluation**

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

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**ATTENDANCE**

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

### Course Summary:

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.

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.

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### Course Record

Developed by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Approved by:	_____	Start Date:	_____
	Associate Dean (signature)		



BRITISH COLUMBIA INSTITUTE OF  
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 2212**  
**Strategies in Customer Service**

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**Effective Date**

April 2000

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**Instructor(s)**

Greg Metcalfe

Office Ph: 451-6771

Phone:

Fax: 439-6700

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**Required Text(s) and Equipment**

The Customer Driven Company, by Whiteley, 1991, Publ: Addison-Wesley

**Reference Text(s) & Recommended Equipment**

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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.)

ASSIGNMENTS; Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

CLASS CONDUCT: Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

COURSE OUTLINE CHANGES: The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

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Session	Outcome/Material Covered	Reading/Miscellaneous
1 April 12	Introduction Creating the Customer Driven Company	Project Review Group Formation
2 April 19	Creating a Customer-Keeping Vision Customer Driven Measurement Measuring Performance	Customer Service Index Group Work
3 April 26	The Voice of the Customer Customer Needs Driving the Organization Know Your Customer	Executive Summary Group Work
4 May 3	Setting Standards, Goals and Objectives Benchmarks Improving the Process	Corporate Audits
5 May 10	Walk in Your Customers Shoes Customer Communications	Tracking Systems
6 May 17	Midterm Exam	Group Work
7 May 24	Breaking Down Barriers	Cost Benefit Analysis
8 May 31	Making It Personal Let Your Personnel Know Breaking More Barriers	Implementation Personnel Strategy
9 June 7	Moments of Truth Walk The Talk Why They Don't Complain	Group Work Peer Evaluation
10 June 14	Staying the Course into the Future Follow-up Strategy Review	Group Work
11 June 21	Customer Service Strategy Term Project Due GROUP PRESENTATIONS	
12 June 28	Final Exam	Project Meetings