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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **Part Time Studies**Option: **Marketing Management****MKTG 1112****Customer Relations**

Hours/Week:	6	Total Hours:	36	Term/Level:	200010
Lecture:	6	Total Weeks:	6	Credits:	3

Prerequisites: Good command of English

Course Objectives

This course is designed to give the student a broad familiarity with the field of "Customer Relations" and an appreciation of the challenges service personnel and customers are faced with. A study of "customer driven" organizations will be a focus of study.

Upon completion of this course the student should be more aware of customer communication methods, customer perception, and customer awareness.

Students will be able to develop their communication skills, oral presentation skills, listening and questioning skills and to look at their own customer attitude and customer behaviour.

Evaluation

Final Exam	35%
Mid-Term	30%
Assignments	30%
Class Participation	<u>5%</u>
TOTAL	100%

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

Course design applicable to students dealing with customers (Internal/External) at all levels of business and industry, in both public and private sectors.

The practical "hands on" content emphasizes the benefits of Quality Customer Relations, through problem solving and prevention, the importance of exceptional communication skills, teambuilding and setting standards. Students will look at their attitude and behaviour towards the "customer".

Course Record

Developed by:	Anne Glover – Marketing Management	Date:	
	Instructor Name and Department (signature)		
Revised by:	Anne Glover - Marketing Management	Date:	January 13, 2000
	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 1112
Customer Relations

Effective Date

January 2000

Instructor(s)

Anne Glover

Office No.: 412-7779

Fax: 687-2488

Required Text(s) and Equipment

HOW TO WIN CUSTOMERS AND KEEP THEM FOR LIFE by M. Leboeuf

Journal /Scrapbook

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.

Session	Outcome/Material Covered	Reference/ Reading
1	<p>Course Introduction Student Introductions Student Goals and Expectations Assignments / Grading System Defining the Customer</p> <p>Customer Service "Everyone's Business" Art of Service Customer Awareness Customer Perception Customer Commitment Assignment Given Journal</p>	
2	<p>Communication Process Communication Techniques Verbal/Non Verbal Customer Connectors Impromptu Journal</p> <p>Listening Techniques "The Value of Listening" Questions "Asking the right Questions" Telephone Communication Intro 1st Assignment Due - 2nd Assignment Given</p>	
3	<p>Telephone Communication (con't) Telephone Skills Etiquette Group Interaction Overview for Mid-Term</p> <p>Defusing Hostility Complaint Management Problem Solving Self-Esteem Building Overview for Mid-Term</p>	

Session	Outcome/Material Covered	Reference/ Reading
4	Mid Term 2 nd Assignment Due Customer Relations Situations Problem Solving Guest Speaker	
5	Quality Service implementation Behavior and Attitude Towards Customers (Changed??) Team Work Journal The Organization Environment Standards and Measurement CHANGE	
6	Final Group Presentations Individual Impromptu Course Evaluations	

*****During the course, videos and guest speakers will be a part of the learning process.***