



OCT 28 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **Part Time Studies**

Option: **Marketing Management**

MKTG 1112

Customer Relations

Hours/Week:	36	Total Hours:	36	Term/Level:	199920
Lecture:	36	Total Weeks:	1	Credits:	3
Lab:					
Other:					

Prerequisites

Good command of English

Course Objectives:

This course is designed to give the student a broad familiarity with the field of "Customer Service" and an appreciation of some of the problems the customer and service person are faced with.

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	45%
Mid-Term	30%
Class Participation	5%
Attendance & Participation	10%
TOTAL	100%

Course Summary:

A course designed to have broad applications to all businesses and industries. Individuals involved with customers at any level will benefit from the ideas, strategies and the practical applied approach of this course. The course will emphasize how to provide quality service, what good customer relations mean, the importance of exceptional telephone techniques, how to communicate effectively with customers, prevent and solve problems, defuse hostility and turn complaints into opportunities.

Course Record

Developed by:

Date:

Instructor Name and Department
(signature)

Revised by:

Date:

December 1998

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

April 1999

Instructor(s)

Office No.:
Office Hours:

Phone:

Required Text(s) and Equipment

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

Course Notes (Policies and Procedures)

1. ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.
 2. 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.
 3. 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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Session	Outcome/Material Covered	Reference/ Reading