



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:	6	Total Hours:	36	Term/Level:	199920
Lecture:	6	Total Weeks:	6	Credits:	3
Lab:					
Other:					

Prerequisites

Good command of English

Course No.

Course Name:

Course No.

Course Name

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%
Oral Assignments/in class assignments	<u>20%</u>
TOTAL	100%

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:	April 1999
	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.)

Class/ Number	Outcome/Material Covered	Reference/ Reading	Assignment Number	Due Date
1	<p>Course Introduction Student Introductions Student Goals and Expectations Assignments given Grading System Defining the Customer internal/external</p> <p>Customer Service "Everyone's Business"</p> <ul style="list-style-type: none"> - Art of Service - Customer Awareness - Customer Perception - Customer Commitment 			
2	<p>Communication Techniques Communication Process Verbal/Non Verbal Customer Connectors Impromptu Listening Techniques "The Value of Listening" Questions "Asking the Right Questions" Telephone Communication Intro 1st assignment due (oral)</p>			
3	<p>Telephone Communication (con't)</p> <ul style="list-style-type: none"> - Telephone Skills - Etiquette - Group Interaction <p>Defusing Hostility Complaint Management Problem Solving</p>			

Class/ Number	Outcome/Material Covered	Reference/ Reading	Assignment Number	Due Date
4	Mid Term Written Group Presentation Customer Relations Situations Problem Solving Guest Speaker	"Beyond Close to Customer"		
5	Quality Service implementation Behavior Towards Customer Attitude Towards Customer Goal Setting Team Work Environment Standards Measurement Standards REVIEW			
6	Final Group Presentations Individual Impromptu Course Evaluations Ten minutes at the start of each class will be set aside for "soapboxing".			