



OCT 28 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **Part Time Studies**

Option: **Marketing Management**

**MKTG 1112**

**Customer Relations**

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

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**Prerequisites** **NONE**

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**Course Objectives:**

(Upon successful completion of this course, the student will be able to:)

- Relate new concepts in dealing with customer
  - Apply newly developed skills in;
    - listening, questioning, clarifying techniques
    - problem solving/resolving complaints
    - telephone communication
    - effective verbal presentation
  - Relate to the needs and expectations of customers and apply customer relation skills strategic tool for developing excellent customer relationships.
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**Evaluation**

Final Exam	20%
Mid-Term	10%
Projects	60% (4 @ 10-15-15-20)
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.

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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 1112**  
**Customer Relations**

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**Effective Date**

April 1999

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**Instructor(s)**

Office No.:  
Office Hours:

Phone:

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**Required Text(s) and Equipment**

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

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**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.)

Session Number	Outcome/Material Covered	Reference/ Reading	Assignment Number	Due Date
1	<ul style="list-style-type: none"> <li>- Instructor Introduction</li> <li>- General course introduction and overview</li> <li>- Explanation of objectives and all evaluation areas</li> <li>- Student introductions/expectations - questions</li> <li>- Defining/discussing: the customer/customer relations/customer service/quality in service (relative importance)</li> <li>- First assignment</li> <li>- Written feedback re: general expectations/goals to achieve in course</li> </ul>	How to win Customers and Keep Them for Life (book - introduction)		
2	<ul style="list-style-type: none"> <li>- Questions/review of key points - Session 1 and Peter's (Part 1)</li> <li>- Quality service/components analyzed/highlighted</li> <li>- Oral presentations/discussion (first assignment)</li> </ul>	(Videos & Guest Speakers to be announced)		
3	<ul style="list-style-type: none"> <li>- Importance of clear, effective communication</li> <li>- Relevance to customer service/customer relations and to achieving personal/corporate goals</li> <li>- Customer relations/communications (verbal/non-verbal)</li> <li>- Question period - discussion</li> <li>- Impromptu exercise</li> </ul>			
4	<ul style="list-style-type: none"> <li>- Quality/service implementation/improvement</li> <li>- relative to large public service company/small business</li> <li>- Discussion/question period</li> <li>- Are We Listening? techniques/value</li> <li>- Clarifying - questioning What Does the Customer Really Want?</li> </ul>			

Session Number	Outcome/Material Covered	Reference/ Reading	Assign. #	Due Date
5	<ul style="list-style-type: none"> <li>- Telephone presentation techniques (cont'd)</li> <li>- How important is it?</li> <li>- How do we improve it?</li> <li>- Exercise (communication)</li> <li>- Oral presentation/discussion</li> </ul> <p><b>- MID TERM NEXT CLASS</b></p>			
6	<ul style="list-style-type: none"> <li>- <b>MID TERM</b> (written)</li> <li>- Presentations/discussion</li> <li>- Exceeding expectations (customer satisfaction is no longer good enough) - 'The moments of truth'</li> <li>- Problems solving/dealing with complaints</li> <li>- How to get from 'customer irate' to 'customer happy and coming back'</li> <li>- Troubleshooting: Whose responsibility? How to do it/benefits - payoff - 'Customer Feedback Ideas'</li> <li>* Exercise: Briefly write one 'customer relations' situation; this example should include a 'problem'/complaint (<u>not</u> the solution)</li> </ul>			
7	<ul style="list-style-type: none"> <li>- Review key points: exceeding expectations; problem solving (saving the customer business; troubleshooting (prevention techniques); customer feedback/research ideas</li> <li>* Role play/discuss some of the customer relations/problem situation examples (impromptu)</li> <li>- Positive suggestions/input from class members (re: problem solving)</li> <li>- Oral presentation/discussion</li> </ul>			
8	<ul style="list-style-type: none"> <li>- Excellent Customer Relations: Where Does it Begin? How Does it 'Grow'?</li> <li>- Programs that get outstanding results</li> <li>- Observable - Measurable - Consistent - 'Rewardable'</li> <li>- Questions/discussion</li> </ul>			

Session Number	Outcome/Material Covered	Reference/ Reading	Assign. #	Due Date
9	<ul style="list-style-type: none"> <li>- Developing/maintaining quality - in product and in service</li> <li>- Winning and Keeping the Customer (The Challenge - The Keys)</li> <li>- Questions/discussion</li> </ul>			
10	<ul style="list-style-type: none"> <li>- Review (general) comments - discussions</li> <li>- Begin presentations/discussion of fourth (final) assignment (extra time will be given to these project presentations)</li> </ul>			
11	<ul style="list-style-type: none"> <li>- Final presentations of projects (extra time given to these presentations)</li> <li>- Discussions/questions/positive suggestions</li> <li>- My summary of overall program - highlights</li> <li>- reinforcement of key concepts</li> <li>* If sufficient time - impromptu exercises</li> <li>- General course/instructor evaluation</li> </ul>			
12	<ul style="list-style-type: none"> <li>- <b>FINAL EXAM</b></li> <li>- Personal Evaluation - Customer Relations</li> <li>- 'Creative completion' of Customer Relations (MKTG 1112)</li> </ul>			