

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business
Programme: Continuing Education
Option:

MKGT 1112
PRINCIPLES OF CUSTOMER RELATIONS

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|------------|---|--------------|----|-------------|---|
| Hours/Week | 3 | Total hours: | 36 | Term/Level: | |
| Lecture: | | Total Weeks: | 12 | Credits: | 3 |
| Lab: | | | | | |

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| Prerequisites | MKGT 1112 is a Prerequisite for: |
| | none |

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| Instructor: Rich Pender | | |
| SE 6 312 | Tel: 451-6767 | Fax: 439-6700 |

Course Features

Topics to be covered will include :

1. recognizing who the customer is
 2. why it is important to establish outstanding relations with that customer
 3. defining *superior* customer relations
 4. setting standards and measuring performance in customer relations
 5. in-depth appreciation of selecting, training, and empowering employees
 6. understanding the importance of *interpersonal* and *intrapersonal* skills
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Course Description

This is an introductory course to Customer Relations. The student will be introduced to the concept of Customer Relations and the role it plays in today's world. In addition, the student will learn what constitutes the area of Customer Relations and its implications throughout the organization. The course will also cover such concepts as corporate image, personal presentations, customer interaction, customer definition, relations definition, and industry trends.

All sessions are 3 hours, generally consisting of lectures/lab combinations. Lab time is used for exercises, case studies, and videos where appropriate.

Evaluation

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| Clipping file | 15% |
| Mystery Shopper Report | 20% |
| Company CR Strategy Report | 20% |
| Midterm | 20% |
| Final | 25% |

Required Text(s) and Materials

LeBoeuf, Michael, *How to Win Customers & Keep Them For Life*, Berkley, 1989

Reference Text(s) and Material

Albrecht, K. *The Service Advantage: How to Identify and Fulfill Customers' Needs*, Irwin, Homewood, 1990

Haris, K. *The Customer is King!*, ASQC Quality Press, Milwaukee, 1991

Johnston, G., *Empowered People Satisfy Customers: Strategies for Leaders*, Conference Board of Canada, Toronto, 1992

Petite, A., *The Managers' Guide to Service Excellence: The Fine Art of Customer Service*, Summerhill, Toronto, 1989

Zemke, R., *Service America: Doing Business in the New Economy*, Irwin, Homewood, 1985

* The student must obtain a passing grade (50%) on the final exam in addition to passing the aggregate exam component of the course (midterm(s) and final). A student missing more than 2 labs without a valid excuse will receive a failing grade.

COURSE SCHEDULE

| Session | Date | Session Topics |
|---------|-----------|--|
| 1 | 14 Jan 98 | Introduction The Basics Self Evaluation |
| 2 | 21 Jan 98 | Customer Relations: Everyone's Business |
| 3 | 28 Jan 98 | Transactional Analysis Giving & Getting Customer's POV Body Language Its not what you say |
| 4 | 4 Feb 98 | Telephone Etiquette Extra Mile Saying No Using Surveys |
| 5 | 11 Feb 98 | Creating an Action Plan Customer Relations Training Continuing Improvement |
| 6 | 18 Feb 98 | Midterm Examination |
| 7 | 25 Feb 98 | Measuring Customer Relations Reward & Recognition Difficult Customers Stress Management |
| 8 | 4 Mar 98 | Getting in Step with Your Customers Internal Conflict Ten Good Customer Service Habits |
| 9 | 11 Mar 98 | Becoming A Customer Relations Role Model Major Do's & Don'ts |
| 10 | 18 Mar 98 | Selling With Customer Relations |
| 11 | 25 Mar 98 | Improving Customer Relations Review |
| 12 | 1 Apr 98 | Final Examination |

All sessions will be comprised of lectures, videos, role playing, and some short written work.