

COURSE OUTLINE

COURSE NAME CUSTOMER RELATIONS

COURSE NUMBER MKTG 1112 DATE JUNE 1995

Prepared by Anne Glover Taught to C.E.

School Business Program

Date Prepared JUNE 1995 Option

Term ALL Hrs/Wk 36 Credits 3

No. of Weeks 1 Total Hours 36

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 Examination	<u>25</u> %
Assignment	<u>20</u> %
Class Participation	<u>5</u> %
Daily Quiz - 10% ea.	<u>50</u> %
	100 %

REQUIRED TEXT(S) AND EQUIPMENT

How to Win Customers and Keep Them For Life

by M. Leboeuf

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

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”.

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(continued)

Week Lecture or Lab #	Material Covered	References
Day 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" - Art of Service - Customer Awareness - Customer Perception - Customer Commitment</p> <p>QUIZ Communication Techniques Communication Process Verbal/Non Verbal Customer Connectors Impromptu</p>	<p>Passion for Customers "Who Cares" video</p> <p>Stu Leonard</p>
Day 2	<p>QUIZ - 10 Marks</p> <p>Listening Techniques "The Value of Listening" Questions "Asking the Right Questions" Telephone Communication Intro</p> <p>Telephone Communication (con't) - Telephone Skills - Etiquette - Group Interaction</p>	<p>Film "The Power and Perils" by John Cleese</p>
Day 3	<p>Defusing Hostility Complaint Management Problem Solving</p> <p>QUIZ</p> <p>Written Group Presentation</p> <p>Customer Relations Situations Problem Solving Guest Speaker</p>	<p>"Beyond Close to Customer"</p>

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(continued)

Week Lecture or Lab #	Material Covered	References
Day 4	QUIZ Quality Service implementation Behavior Towards Customer Attitude Towards Customer Goal Setting Team Work Environment Standards Measurement Standards REVIEW	
Day 5	QUIZ Final Group Presentations Individual Impromptu Course Evaluations	

**** Ten minutes at the start of each class will be set aside for “soapboxing”.**