

COURSE OUTLINECOURSE NAME CUSTOMER RELATIONSCOURSE NUMBER MKTG 1112DATE SEPTEMBER 1995Prepared by Anne GloverTaught to C.E.School BusinessProgram Date Prepared AUGUST 1994Option Term ALL Hrs/Wk 6Credits 3No. of Weeks 6Total 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>45</u> %
Mid-Term	<u>30</u> %
Class Participation	<u>5</u> %
Oral Assignments/in class assignments - 10% ea.	<u>20</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".

COURSE OUTLINE - MKTG 1112

(continued)

Week Lecture or Lab #	Material Covered	References
1	Course Introduction Student Introductions Student Goals and Expectations Assignments given Grading System Defining the Customer internal/external Customer Service "Everyone's Business" - Art of Service - Customer Awareness - Customer Perception - Customer Commitment	Passion for Customers "Who Cares" video
2	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)	Stu Leonard
3	Telephone Communication (con't) - Telephone Skills - Etiquette - Group Interaction Defusing Hostility Complaint Management Problem Solving	Film "The Power and Perils" by John Cleese

COURSE OUTLINE - MKTG 1112

(continued)

Week Lecture or Lab #	Material Covered	References
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".	