

COURSE OUTLINECOURSE NAME CUSTOMER RELATIONSCOURSE NUMBER MKTG 1112 DATE APRIL 1994Prepared by Gail Kendall Taught to C.E.School Business Program MarketingDate Prepared APRIL 1994 Option _____Term ALL Hrs/Wk 3 Credits 3No. of Weeks 12 Total Hours 36

PREREQUISITESNONE

COURSE OBJECTIVES

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

- Relate new concepts in dealing with customer
 - Apply newly developed skill sin
 - 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 Examination	<u>20</u>	%	
Mid-Term	<u>10</u>	%	
*Projects	<u>60</u>	%	(4 @ 15% each)
Other (1) Attendance & Participation	<u>10</u>	%	
(2)	<u> </u>	%	
(3)	<u> </u>	%	

REQUIRED TEXT(S) AND EQUIPMENT

How to Win Customers and Keep Them For Life - Michael LeBoeuf, Ph.D.

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

NONE

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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	Material Covered	References
1	<ul style="list-style-type: none"> - Instructor Introduction - General course introduction and overview - Explanation of objectives and all evaluation areas - Student introductions/expectations - questions - Defining/discussing: the customer/customer relations/customer service/quality in service (relative importance) - First assignment - Written feedback re: general expectations/goals to achieve in course 	How to win Customers and Keep Them for Life (book - introduction)
2	<ul style="list-style-type: none"> - Questions/review of key points - Session 1 and Peter's (Part 1) - Quality service/components analyzed/highlighted - Oral presentations/discussion (first assignment) - Second assignment - 'Minute Feedback' - written (hand in) 	(Videos & Guest Speakers to be announced)
3	<ul style="list-style-type: none"> - Importance of clear, effective communication - Relevance to customer service/customer relations and to achieving personal/corporate goals - Customer relations/communications (verbal/non-verbal) - Question period - discussion - Impromptu exercise - 'Minute Feedback' - written (hand in) 	

Week
Lecture
or Lab
Number

COURSE OUTLINE - MKTG 1112
(continued)

Week Lecture or Lab #	Material Covered	References
4	<ul style="list-style-type: none"> - Quality/service implementation/improvement - relative to large public service company/small business - Discussion/question period - Are We Listening? techniques/value - Clarifying - questioning What Does the Customer Really Want? - 'Minute Feedback' - written (hand in) 	
5	<ul style="list-style-type: none"> - Telephone presentation techniques (cont'd) - How important is it? - How do we improve it? - Exercise (communication) - Oral presentation/discussion of second assignment - Third assignment - MID TERM NEXT CLASS - 'Minute Feedback' - written (hand in) 	
6	<ul style="list-style-type: none"> - MID TERM (written) - Presentations/discussion - Exceeding expectations (customer satisfaction is no longer good enough) - 'The moments of truth' - Problems solving/dealing with complaints - How to get from 'customer irate' to 'customer happy and coming back' - Troubleshooting: Whose responsibility? How to do it/benefits - payoff - 'Customer Feedback Ideas' * Exercise: Briefly write one 'customer relations' situation; this example should include a 'problem'/complaint (<u>not</u> the solution) - 'Minute Feedback' - written (hand in) 	

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(continued)

Week Lecture or Lab #	Material Covered	References
7	<ul style="list-style-type: none"> - Review key points: exceeding expectations; problem solving (saving the customer business; troubleshooting (prevention techniques); customer feedback/research ideas * Role play/discuss some of the customer relations/problem situation examples (impromptu) - Positive suggestions/input from class members (re: problem solving) - Oral presentation/discussion of third assignment - Fourth assignment - 'Minute Feedback' - written (hand in) * Bring these to subsequent classes 	
8	<ul style="list-style-type: none"> - Excellent Customer Relations: Where Does it Begin? How Does it 'Grow'? - Programs that get outstanding results - Observable - Measurable - Consistent - 'Rewardable' - Questions/discussion - Impromptu exercise - 'Minute Feedback' - written (hand in) 	
9	<ul style="list-style-type: none"> - Small Business in B.C., the Backbone of our Economy - the Reality - Developing/maintaining quality - in product and in service - Winning and Keeping the Customer (The Challenge - The Keys) - Questions/discussion - 'Minute Feedback' - written (hand in) 	

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(continued)

Week Lecture or Lab #	Material Covered	References
10	<ul style="list-style-type: none">- Review (general) comments - discussions- Begin presentations/discussion of fourth (final) assignment (extra time will be given to these project presentations)- 'Minute Feedback' - written (hand in)	
11	<ul style="list-style-type: none">- Final presentations of projects (extra time given to these presentations)- Discussions/questions/positive suggestions- My summary of overall program - highlights<ul style="list-style-type: none">- reinforcement of key concepts* If sufficient time - impromptu exercises- General course/instructor evaluation- 'Minute Feedback' - written (hand in)	
12	<ul style="list-style-type: none">- FINAL EXAM- Personal Evaluation - Customer Relations- 'Creative completion' of Customer Relations (MKTG 1112)	