

**COURSE OUTLINE**COURSE NAME CUSTOMER RELATIONSCOURSE NUMBER MKTG 1112 DATE JANUARY 1994Prepared by Anne Glover Taught to C.E.School Business Program Date Prepared NOVEMBER 1993 Option Term ALL Hrs/Wk 6 Credits 3No. of Weeks 6 Total Hours 36

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**PREREQUISITES**NONE

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**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 behavior.

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**EVALUATION**

Final Examination	<u>25</u>	%
Mid-Term	<u>30</u>	%
Class Participation	<u>5</u>	%
Oral Assignments/in class assignments - 10% ea.	<u>40</u>	%
	<u>100</u>	%

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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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### **REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT**

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### **COURSE SUMMARY**

This course is designed generally for all involved in service industries, public relations and promotion, government agencies and organizations who deal with the public. Students will cover telephone techniques, customer relations and effective speaking. This course is designed for general application.

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(continued)

Week Lecture or Lab #	Material Covered	References
1	<p>Course Introduction Student Introductions Student Goals and Expectations Assignments Grading System Defining the Customer</p> <p>Customer Service "Everyone's Business"</p> <ul style="list-style-type: none"> <li>- Art of Service</li> <li>- Customer Awareness</li> <li>- Customer Perception</li> <li>- Customer Commitment</li> </ul> <p>1st Assignment Given 2nd Assignment</p>	Passion for Customers
2	<p>Communication Techniques Communication Process Verbal/Non Verbal Customer Connectors</p> <p>1st Oral Presentation Impromptu</p> <p>Listening Techniques "The Value of Listening"</p> <p>Questions "Asking the Right Questions" 2nd Assignment</p>	
3	<p>Telephone Communication</p> <ul style="list-style-type: none"> <li>- Telephone Skills</li> <li>- Etiquette</li> <li>- Group Interaction</li> </ul> <p>3rd Oral Presentation</p> <p>Customer Satisfaction</p> <ul style="list-style-type: none"> <li>- Complaint Management</li> <li>- Problem Solving</li> </ul> <p>3rd Assignment</p>	Film "The Power and Perils" by John Cleese

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(continued)

Week Lecture or Lab #	Material Covered	References
4	<p>Mid Term Written Group Presentation</p> <p>Customer Relations Situations - Problem Solving Guest Speaker</p>	<p>Film</p> <p>Film "Beyond Close to Customer"</p>
5	<p>Customer Service Implementation Program</p> <ul style="list-style-type: none"> <li>- Behavior Towards Customer</li> <li>- Attitude Towards Customer</li> <li>- Goal Setting</li> <li>- Team Work</li> <li>- Environment</li> <li>- Optional Performance</li> <li>- Standards</li> </ul> <p>Customer Service "Everyone's Business"</p> <p>Part 2 - See Week 2</p> <p>Review</p> <p>4th Assisgnemt</p>	
6	<p>Final Group Presentaions</p> <p>Individual Impromptu</p> <p>Ten minuts at the start of each class will be set aside for "soapboxing"</p>	