



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: A-E

MKTG 4432**Customer Service Strategies****Start Date:** March 17, 2008**End Date:** May 23, 2008**Total Hours:** 30 **Total Weeks:** 10**Term/Level:** 4B **Course Credits:** 2.0**Hours/Week:** 3 **Lecture:** 2 **Lab:** 1**Shop:** **Seminar:** **Other:****Prerequisites****Course Number is a Prerequisite for:****Course No. Course Name****Course No. Course Name**

MKTG 1102 Essentials of Marketing

v Course Description

In today's competitive markets, placing emphasis on the overall "customer experience" has proven to be a winning formula for long-term business success. This course deals with the development and implementation of customer service strategies in organizations to deliver consistent positive customer experiences and help build a loyal customer base. The material takes the student through the steps necessary to make an organization truly customer-focused. Emphasis is placed on practical methods of assessment and implementations of measurable corporate objectives. The student will be able to design and implement a strategy for transforming an organization into a customer-centric enterprise.

v Evaluation

Lab Assignments	15%
Term Project	30%
Participation & Attendance	15%
Final Exam	40%
TOTAL	100%

Comments: Failure to achieve 50% or more on the final exam and the individual assignments/participation marks will result in a 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course.

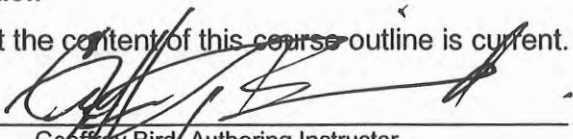
v Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

- Understand the value of customer service to the bottom line of an organization
- Evaluate the state of customer service within an organization
- Identify key drivers of customer retention within an organization
- Establish goals and performance standards to increase customer satisfaction
 - Determine what processes are needed for optimum service delivery
 - Determine what infrastructure is needed to facilitate the processes
- Identify barriers to successful implementation of excellent customer service and ways to overcome those barriers
- Utilize tracking audits to ensure the successful implementation over the long term

v **Verification**

I verify that the content of this course outline is current.

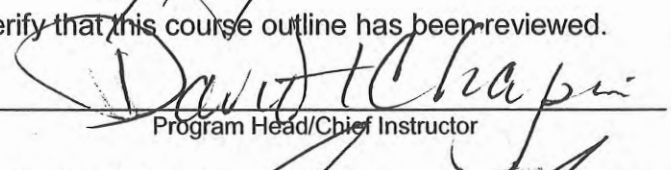


Geoffrey Bird, Authoring Instructor

3/15/08

Date

I verify that this course outline has been reviewed.



David Chapin
Program Head/Chief Instructor

March 14/08.

Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean

March 17/08.

Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

▼ Instructor(s)

Geoffrey Bird

Office Location: SE6-312
Office Hrs.: TBA

Office Phone: 604.451.6771
E-mail: geoffrey_bird@bcit.ca
Address:

▼ Learning Resources

Required:

There is no textbook required for the course.

Required reading assignments will be handed out in lab or posted on the course section of MyBCIT.ca

Recommended:

Denove, Chris & Power, James D. IV. (2006). *Satisfaction – How Every Great Company Listens to the Voice of the Customer*. New York: Penguin Group.

Spectrum, Robert & McCarthy, Patrick D. (2005). *The Nordstrom Way to Customer Service Excellence: A Handbook For Implementing Great Service in Your Organization*. Hoboken: Wiley.

Whiteley, Richard. (1991). *The Customer Driven Company*. New York: Perseus Books, Harper-Collins.

▼ Information for Students

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

Makeup Tests, Exams or Quizzes: There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent. **Missing more than 10% of labs without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this course.**

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

▼ Assignment Details

To be announced in class.

Schedule

Week of/ Number	Outcome/Material Covered	Assignments	Due Date
WEEK 1 w/o March 17	LECTURE: Intro to Customer Service / Voice of the Customer	Term Project Assigned	Beginning of lecture Pt 1 – 03/31 Pt 2 – 04/21 Pt 3 – 05/05
	LAB: Intro	EXERCISE 1 (Letter)	Beginning of next lab
WEEK 2 w/o March 24	LECTURE: Customer Behaviour / Complaints / The Law		
	LAB: EXERCISE 1 (Letter)	CASE 1	Beginning of next lab
WEEK 3 w/o March 31	LECTURE: Measuring Customer Service / Customer Service Audits	Term Project Part 1 DUE	
	LAB: CASE 1 Discussion / Mapping Tools	EXERCISE 2 (ACSI)	Beginning of next lab
WEEK 4 w/o April 7	LECTURE: Customer Loyalty / Cost Benefits		
	LAB: EXERCISE 2 (ACSI)	CASE 2	Beginning of next lab
WEEK 5 w/o April 14	LECTURE: CRM / Customer Retention / Benchmarking		
	LAB: CASE 2 Discussion	CASE 3	Beginning of next lab
WEEK 6 w/o April 21	LECTURE: Balanced Scorecard / Firing Customers & Hiring Practices	Term Project Part 2 DUE	
	LAB: CASE 3 Discussion	EXERCISE 3	
WEEK 7 w/o April 28	LECTURE: Leadership / Voice of the Public		
	LAB: EX 3 Discussion		
WEEK 8 w/o May 5	LECTURE: Advanced Service Models	Term Project Part 3 DUE	
	LAB: Presentation Prep	PRESENTATION	Beginning of next lab
WEEK 9 w/o May 12	LECTURE: Exam Review		
	LAB: Presentations		
WEEK 10 w/o May 19	FINAL EXAM WEEK		