



**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY**  
**School of Business**  
**Program: Marketing Management**

**Option: Entrepreneurship, Professional Sales**

**Course Outline for:**  
**MKTG 4432**  
**CUSTOMER SERVICE**  
**STRATEGIES**

**Date: March 2001**

<b>Hours/Week:</b>	3	<b>Total Hours:</b>	30	<b>Term/Level:</b>	4B
Lecture:	2	<b>Total Weeks:</b>	10	<b>Credits:</b>	
Lab:	1				
Other:					

**Instructor Rick Kroetsch**

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Office Hours as posted outside of office door

### Course Description

This course deals with the impact of Customer Service on organizations. The material takes the student through the steps necessary to implement a true customer-focused organization. Emphasis is placed on practical methods of assessment and implementation of measurable corporate objectives.

The student will be able to implement a strategy for taking any organization to becoming truly customer-focused.

### Instructional Approach

The lectures will consist of discussion of key concepts in each subject area. Consistent attendance is a must for success in this course.

Labs will consist of discussion of concepts and case studies. As the examination emphasizes the ability to apply concepts to actual situations, the fullest possible participation in discussions will provide the best preparation.

### Text(s) and Equipment

**Required: there is NO required text for this course. Attendance in lecture therefore is extremely important. Cases and any other written material will be available on the Instructor's website.**

*Handwritten signature: Rick Kroetsch, dated March 8/01*

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## Evaluation

Final Examination	35 %
Midterm Quiz	20 %
Corporate Customer Service Strategy Project	35 %
Participation / Attendance	10 %
<b>TOTAL</b>	<b>100 %</b>

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**Course Learning Outcomes** At the end of this course, the student will be able to:

- Evaluate customer service strategies within organizations
  - Identify key customer service index indicators necessary to achieve high customer service standards
  - Understand key principles involved in evaluating existing levels of customer service from the customer's point of view
  - Prepare a report evaluating and making future recommendations on corporate customer service strategies
  - Determine what factors to measure
  - Identify the most advantageous yet feasible cost / benefit analysis
  - Learn to successfully break past barriers for success
  - Ensure that the corporation stays on course in the future with their strategy
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## Course Notes (Policies and Procedures)

- **Assignments**: Late assignments or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.
- **Attendance**: The attendance policy as outlined in the current BCIT Calendar will be enforced. Excessive absence will be deemed to be missing more than two (2) labs for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final examination.
- **Course Outline Changes**: The material specified in this course outline may be changed by the Instructor. If changes are required, they will be announced in class.
- **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.
- **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 (i.e. an average is given according to your performance throughout the course).
- **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.
- **Labs**: Lab attendance is mandatory. Lab exercises are due at the end of the lab period.
- **Examination Policy**: To receive credit for **ANY** marks for this course, students must receive an aggregate grade of 50% or greater from the combined score on the mid-term and final examinations.



*\* This schedule is subject to change at the discretion of the Instructor.*

Week	Date	LECTURE	LAB
Week 1	Mar 19-20	Introduction Creating the Customer Driven Company Creating a Customer-Keeping Vision	tba
Week 2	Mar 26-27	Customer Driven Measurement Measuring Performance Tracking System	tba
Week 3	Apr 2-3	The Voice of the Customer Customer Needs Driving the Organization Know Your Customer	tba
Week 4	Apr 9-10	Personnel Strategy Implementation	tba
Week 5	Apr 16 Apr 17	<b>EASTER MONDAY - HOLIDAY</b> <b>MID TERM QUIZ</b>	No Labs Group Work
Week 6	Apr 23-34	Service Standards	tba
Week 7	Apr 30 – May 1	Analyzing Feedback Customer Complaints Corporate Audit	tba
Week 8	May 7-8	Breaking Barriers Follow Up Strategy	tba
Week 9	May 14-15	Staying the Course into the Future	tba
Week 10	May 22-25	<b>FINAL EXAM WEEK</b>	