COURSE INFORMATION

COURSE TITLE
MAR 160: Customer Service

COURSE DESCRIPTION
Enables students to learn the relationship of self to customers, problem solve and understand the importance of communicating with customers. Specific emphasis is given to managing customer expectations by building customer rapport and creating positive outcomes.

CREDIT HOURS
3

CCCOnline Course Policies
The CCCOnline Course Policies page contains information about the student's role in the classroom, grading policies, and rights and responsibilities.
COURSE MATERIALS

Your textbook is available online as an eText. You do not need to purchase any additional materials. For specific information on refund policies and the optional black and white textbook available for purchase please contact the CCCOnline bookstore.

MINIMUM COMPUTER REQUIREMENTS

To complete this course, you will need regular access to a computer from which you can get to the internet and use email. In order to ensure that your course functions properly, you must run the System Check. This is a CRITICAL STEP, and taking the time to do it now will eliminate a tremendous amount of frustration for you later. To run the System Check, click Tools in the course NavBar and then click System Check.

REQUIRED eTEXT

MAIN eTEXT


DIGITAL MATERIALS ACCESS AND SETUP

This course uses **Vital Source** which integrates the eText into the course site.

- Visit the Vital Source Course Start page for details on first access of the materials.

To make sure your computer is set up correctly to access the eText and other digital content, review the Vital Source Technical Support page, also linked in the Technical Support Module.

LIBRARY ACCESS

You will need your student ID Number (Your S#) to login to the CCCOnline Library in order to gain access to some of the readings and videos in this course.
**COURSE COMPETENCIES AND OUTCOMES**

**STUDENT COMPETENCIES**

The competencies you will demonstrate in this course are as follows:

A. Explain the importance of customer service.
B. Demonstrate effective communication skill face-to-face, via telephone, email, etc.
C. Evaluate the impact of effective customer relationships and customer loyalty.
D. Develop interpersonal communication skills.
E. Analyze Customer Service and how it relates to consumer behavior.
F. Discuss social and cultural traditions/perceptions of customer service.
G. Assess the causes of service breakdown and the recovery process.
H. Analyze customer service from the consumer perspective.
I. Demonstrate the ability to meet challenges and changes in customer service.

The module outcomes that will permit you to demonstrate course competencies are:

### MODULE 1

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Define customer service.</td>
<td>A</td>
</tr>
<tr>
<td>2 Compare examples of customer service.</td>
<td>A, C, E, H</td>
</tr>
<tr>
<td>3 Generalize the five needs of every customer.</td>
<td>E, H</td>
</tr>
<tr>
<td>4 Determine what contributes to customer perceptions.</td>
<td>A, H</td>
</tr>
<tr>
<td>5 Consider trends in customer service.</td>
<td>I</td>
</tr>
</tbody>
</table>

### MODULE 2

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Generalize the problem-solving process.</td>
<td>A, E, H, I</td>
</tr>
<tr>
<td>2 Demonstrate negotiation skills.</td>
<td>B, D, I</td>
</tr>
<tr>
<td>3 Apply the problem-solving process.</td>
<td>A, B, C, D, E, F, H, I</td>
</tr>
<tr>
<td>4 Identify examples of the influence of culture in the organization and in the customer service provided.</td>
<td>F</td>
</tr>
</tbody>
</table>

### MODULE 3

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Identify and use the five main methods of communication.</td>
<td>B, D, E, F, H, I</td>
</tr>
<tr>
<td>2 Explain importance of communication in customer service.</td>
<td>A, B, D, E, H, I</td>
</tr>
<tr>
<td>3 Recognize mistakes made with customers.</td>
<td>A, D, E, F, G, H, I</td>
</tr>
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### MODULE 4
Outcomes

1. Explain the value of retaining customers.
2. Evaluate effectiveness in meeting customer needs.
3. Evaluate the importance of availability, accessibility, and accountability to meet the needs of the twenty-first century customer.
4. Identify the strengths and weaknesses of the technology used by companies.

Competencies

A, C, E, G, I
A, C, D, G, H, I
B, E, F, G, H, I
B, D, G, H, I

Module 5

Outcomes

1. Detail examples of active companies that are succeeding in outstanding customer service.
2. Construct a customer service plan which analyzes practices of a company and proposes recommendations.

Competencies

A, C, E, F, H, I
A, B, C, D, E, F, G, H, I

Grading and Evaluation

Methods

Evaluation includes a combination of discussion participation, assignments, and other evaluations. Rubrics are provided for assignments and discussions.

Grading Policies

Mark all module due dates on your calendar for this class. You may submit assignments AHEAD of schedule. Late assignments will not be accepted without prior approval.

Summary of Grading

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussions (10 @ 30 points each)</td>
<td>300</td>
<td>33%</td>
</tr>
<tr>
<td>Assignments (8 @ 50 points each)</td>
<td>400</td>
<td>44%</td>
</tr>
<tr>
<td>Final Project - Customer Service Plan</td>
<td>200</td>
<td>22%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>900</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Grading Scale

A = 90 to 100%  B = 80 to 89%  C = 70 to 79%  D = 60 to 69%  F = 59% and below
DISCUSSIONS

Participation in Discussions is Critical.

Participation in Discussions is a very important part of this class experience and cannot be made up after each module’s discussion ends. Discussions revolve around module readings, outside research and explorations and benefit from each class member’s contributions and questions. Discussion threads are an important aspect of learning. You are expected to write a minimum of three substantial (5-7 sentences) posts by the set dates in the schedule to earn full credit.

Your posts should address discussion questions using relevant experiences, key terms from the module and incorporate ideas posted from me and from your peers. Three posts are necessary for each discussion on different days. At least 1 post should specifically address the topic of the discussion forum and 2 should be in response to a peer or the instructor. Participation will be interactive, involving responses to other students in addition to the main post. Review the specific discussion questions for more details.

ASSIGNMENTS

Keep a Copy of All Submissions.

Murphy’s Law of the Computer seems to be -- what can go wrong, will. In fact, I’d advise making a back-up copy of everything on a second disk that you keep somewhere in a safe place. I’d also advise keeping a copy of everything I send you.

All assignments/papers are to be written in APA format including a cover page, properly cited sources, and a reference page.

FINAL PROJECT - CUSTOMER SERVICE PLAN

Throughout the class, you will be completing an in-depth review of how customer service is a part of a selected organization. In the final project, you will provide an overview of the organization you choose to evaluate, making recommendations of how customer service could be made exceptional based on readings from the text, reviews of other organizations, and from class discussions.
**COURSE SCHEDULE**

The Schedule is subject to change as needed.

This page summarizes all of the graded assignments, discussions, quizzes, and reading assignments for the course. If you want, you can print it out and post it somewhere handy.

All assignments are described in detail on the Module Assignment pages. If you have questions check there and/or send me an e-mail.

**This course is not self-paced and is not open-exit.** All assignments, quizzes, discussions, etc., are to be completed by no later than 11:59 pm MST/MDT of the due date.

NOTE: Important CCCOnline semester dates (e.g., drop/withdraw/term end) appear on the [CCCOnline calendar](#).

**MODULE 1**

**Reading/Assignments/Exams**

- Read Chapters 1 and 2 of the eText
- Complete the activities in M1 Exploration: 5 Basic Customer Needs
- Participate in M1 Discussion 1: Introduction and Customer Service Description
- Participate in M1 Discussion 2: Industry Trends
- Submit M1 Assignment 1: Overview of Customer Service
- Submit M1 Assignment 2: Personal Consumer Experiences Reflection

**MODULE 2**

**Reading/Assignments/Exams**

- Read Chapters 3-5 of the eText
- Complete the activities in M2 Exploration: Dealing with Customer Issues
- Participate in M2 Discussion 1: Experience as a Customer
- Participate in M2 Discussion 2: Empowerment
- Submit M2 Assignment 1: Article Analysis - Customer Service Plan
- Submit M2 Assignment 2: Customer Service Plan - Company Description & Evaluation
 MODULE 3

Reading/Assignments/Exams

Read Chapters 6-7 of the eText
Complete the activities in M3 Exploration: Customer Service Communication
Participate in M3 Discussion 1: Personal Customer Service Experiences
Participate in M3 Discussion 2: Challenging Customer Experiences
Submit M3 Assignment 1: Article Analysis - Communication
Submit M3 Assignment 2: Customer Service Plan - Customer Service & Quality

 MODULE 4

Reading/Assignments/Exams

Read Chapters 10-11 of the eText
Complete the activities in M4 Exploration: Customer Retention
Participate in M4 Discussion 1: Twenty-First Century Personal Customer Service Experiences
Participate in M4 Discussion 2: Practices of Retaining Customers
Submit M4 Assignment 1: Article Analysis - Customer Retention & Satisfaction

 MODULE 5

Reading/Assignments/Exams

Read Chapter 12 of the eText
Complete the activities in M5 Exploration: Customer Service Plan
Participate in M5 Discussion 1: Examples of Exceptional Customer Service Practices
Participate in M5 Discussion 2: Components of Exceptional Customer Service and Reflection of Class
Submit M5 Final Project: Customer Service Plan - Final Analysis

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