PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

CUSTOMER SERVICE
MKT 2420

Class Hours: 3.0
Credit Hours: 3.0
Laboratory Hours: 0.0
Date Revised: Spring 02

Note: This course is not designed for transfer credit.

Catalog Course Description:

A practical course designed to prepare students to meet and exceed customers' expectations. The course focuses on communication, including listening, electronic, verbal, nonverbal and telephone communication skills and communicating in difficult and diverse customer situations. Techniques for learning involve simulations, observation research and an individual skill-building project.

Entry Level Standards:

The student should be able to read and write at the college level.

Prerequisites:

None

Textbook(s) and Other Reference Materials Basic to the Course:


I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>What Is Customer Service? Contributing to the Service Culture</td>
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<tr>
<td>2</td>
<td>Encouraging Customer Loyalty</td>
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<td>3</td>
<td>Customer Service and Behavior</td>
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<td>4</td>
<td>Customers</td>
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<td>5</td>
<td>Positive Verbal Communication</td>
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<td>6</td>
<td>Nonverbal Communication</td>
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<td>7</td>
<td>Listening to the Customer</td>
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<tr>
<td>8</td>
<td>Customer Service via Technology</td>
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<td>9</td>
<td>Telephone</td>
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II. Course Objectives*:

A. Understand the principles of customer service and its relationship to and impact on marketing and the organization. I, II, IX

B. Identify customer needs and expectations and understand customer behavior. III, IV

C. Improve customer service communication skills. V, VII

D. Analyze customer service issues and problems and find solutions. III, IV, VII

*Roman numerals after course objectives reference goals of the E-Commerce/Marketing program.

III. Instructional Processes*:

Students will:

1. Work in teams to analyze customer service environments in the marketplace and/or case study situations and impart their analysis using class presentation, class discussion, role playing, and/or visual aids (transparencies, PowerPoint), etc. Communication Outcome, Problem Solving and Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Information Literacy Outcome, Transitional Strategy, Active Learning Strategy

2. Conduct observations at local businesses and analyze customer service delivery. Problem Solving and Decision Making Outcome, Information Literacy Outcome, Transitional Strategy, Active Learning Strategy

3. Develop improvement goals for individual customer service communication skills, devise and implement a plan of action, and prepare a written report. Communication Outcome, Problem Solving and Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Active Learning Strategy

4. Practice telephone, listening, and verbal communication skills by rehearsing and presenting customer service telephone scenarios. Communication Outcome, Problem Solving and Decision Making Outcome, Active Learning Strategy

5. Use a work ethic based on customer service standards as would be expected in the workplace, such as listening attentively, punctuality, reliability, cooperation, and professionalism. Personal Development Outcome, Cultural Diversity & Social Adaptation Outcome, Transitional Strategy

*Strategies and outcomes listed after instructional processes reference Pellissippi State's goals for
strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

1. Understand customer service concepts and how customer service relates to current management and marketing theory and practice. A
2. Understand the impact of customer service in contemporary marketing environments. A
3. Describe the reasons customer service is a critical element in contemporary business environments. A
4. Analyze how marketing and customer service strategies, organizational systems, and the personnel of an organization affect customer service. A
5. Evaluate an organization's effectiveness in meeting customer service standards. A, B, D
6. Identify and describe an organization's internal and external customers. B
7. Determine customer needs and expectations. B
8. Understand customer satisfaction and loyalty. A, B
9. Understand and utilize customer service and satisfaction measurement techniques. A, B
10. Learn customer service problem solving and conflict resolution strategies. D
11. Listen more effectively. C
12. Communicate effectively with customers—non-verbally, verbally, and electronically. C
13. Communicate effectively with customers by telephone. C
14. Apply appropriate techniques for handling customer interaction, requests, problems, and complaints. D
15. Communicate effectively in multicultural situations. A, B, C, D
16. Investigate customer service issues and problems and develop solutions. D

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures:

A minimum of two exams is recommended. These should include situational questions and/or case studies.

B. Laboratory Expectations:

N/A

C. Field Work:
Evaluation of current customer service business environment.

D. Other Evaluation Methods:

Team and individual cases and projects.

E. Grading Scale:

92 - 100  A
89 - 91   B+
82 - 88   B
79 - 81   C+
72 - 78   C
65 - 71   D
Below 65  F

VI. Policies:

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course.