PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

CUSTOMER SERVICE
MKT 2420

Class Hours: 3.0 Credit Hours: 3.0
Laboratory Hours: 0.0 Revised: Fall 2004

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 Course Materials:

I. Week/Unit/Topic Basis:

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<th>Week</th>
<th>Topic</th>
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<td>1</td>
<td>Customer Service</td>
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<td>Strategy and Systems</td>
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<td>People</td>
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<td>Exceptional Performance</td>
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<td>Nonverbal Communication</td>
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<td>Telephone Exercise Demonstrations</td>
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<td>Electronic Communications</td>
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<td>11</td>
<td>Problem Solving</td>
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<td>12</td>
<td>Mystery Shopping Project Presentations</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

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, Personal Development 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, Personal Development Outcome, Problem Solving and Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Active Learning Strategy

4. Practice telephone, listening, and verbal communication skills by rehearsing and presenting customer service telephone scenarios. Communication Outcome, Personal Development 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. Communication Outcome, Personal Development Outcome, Active Learning Strategy

*Strategies and outcomes listed after instructional processes reference TBR'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 the relationship between customer service and 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
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:
A. 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. [NOTE: No differentiation is noted for excused/unexcused absences. These will be treated as an absence.] *(Pellissippi State, 2004-2006 Catalog, page 83)*

B. Academic dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course. *(Pellissippi State, 2004-2006 Catalog, pages 62-63)*

C. Accommodations for disabilities:

If you need accommodation because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please inform the instructor immediately. Privately after class or in the instructor's office. To request accommodations students must register with Services for Students with Disabilities: Goins 127 or 131, Phone: (865) 539-7153 or (865) 694-6751 Voice/TDD.

D. Computer Usage Guidelines:

College-owned or -operated computing resources are provided for use by students of Pellissippi State. All students are responsible for the usage of Pellissippi State’s computing resources in an effective, efficient, ethical and lawful manner. *(Pellissippi State, 2004-2006 Catalog, pages 67-70)*