

Prepared by the Department of Business

Date of Departmental Approval: March 2, 2015

Date Approved by Curriculum and Programs: March 9, 2015

Effective: Fall 2015

1. **Course Number:** MKT112
Course Title: Customer Service: Concepts and Applications
2. **Description:** This course provides an overview of customer service concepts and terminology and exposes students to various customer service challenges. Students learn to identify different types of customer behaviors, determine customer needs through active listening, become effective verbal and non-verbal communicators, hone telephone customer service skills, learn how best to handle difficult customers, become aware of how to offer customer service within a diverse organizational environment, take steps to encourage customer loyalty, and practice service recovery within the context of an integrated marketing campaign (IMC).
3. **Student Learning Outcomes:** Upon successful completion of this course, students are able to do the following.
 - Compare and contrast both positive and negative customer service situations in their daily lives within a global context
 - Document and analyze personal customer service situations
 - Identify ethical dilemmas faced in customer service situations
 - Use and apply information from various media sources
 - Analyze cases and construct written reports on both video and written cases
 - Research, analyze and report on an actual customer service situation in the field
 - Solve customer service-related dilemmas
4. **Credits:** 3 credits
5. **Satisfies General Education Requirement:** No
6. **Prerequisite:** None
7. **Semesters Offered:** Fall, Spring
8. **Suggested General Guidelines for Evaluation:** The course grade is based on an evaluation of assignments, quizzes, exams, and a field project.
9. **General Topical Outline:**
 - The customer service profession
 - Ethics and customer service
 - Contributing to the service culture
 - Verbal communication skills
 - Nonverbal communication skills
 - Prospecting and sales presentations
 - Listening to the customer
 - Customer service and behavior
 - Closing to begin a customer relationship
 - Service breakdowns and service recovery
 - Customer service in a diverse world
 - Customer service via technology
 - Encouraging customer loyalty