



CUSTOMER SERVICE TECHNIQUES

Course Syllabus

Date 11/30/11

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COURSE NUMBER: MKT 135

PREREQUISITE(S): MAT 032*, ENG 032*, RDG 032* with a minimum grade of "C"

CO-REQUISITE(S): None

COURSE DESCRIPTIONS This course is a study of the techniques and skills required for providing customer service excellence, including illustrations to turn customer relations into high standards of customer service satisfaction, and repeat sales.

TEXTBOOK(S): Lovelock, Christopher and Jochen Wirtz. Services Marketing. 7th Edition. Pearson Education Inc. Prentice Hall, 2011. (ISBN: 978-0-13-610721-7)

REFERENCE(S): None

OTHER REQUIRED MATERIALS, TOOLS, AND EQUIPMENT: None

METHOD OF INSTRUCTION: This course will be taught by lecture, brainstorming, demonstration, individual and group projects, and group problem solving methods of instruction.

GRADING SYSTEM:

90	-	100	=	A
80	-	89	=	B
70	-	79	=	C
60	-	69	=	D
Below	-	60	=	F

GRADE CALCULATION METHOD:

Unit Tests	=	40%
Cases and Assignments	=	40%
Final Exam	=	20%
	=	100%

Everyone is expected to be present when tests are scheduled.

There are no make-up tests. If an emergency arises and you are unable to be present for a test, call your instructor immediately.

Assignments will not be accepted late. Tardiness of assignments, projects, papers, exercises and tests will result in a grade of zero (0). If you have a chance to turn them in early – use it!

**ATTENDANCE
POLICY:**

The student is responsible for punctual and regular attendance in all classes, laboratories, clinical, practica, internships, field trips, and other required class activities. The College does not grant excused absences; therefore, students are urged to reserve their absences for emergencies. When illness or other emergencies occur, the student is responsible for notifying instructors and completing missed work if approved for late submission by instructors.

The student is tardy if not in class at the time the class is scheduled to begin and is admitted to class at the discretion of the instructor.

Instructors maintain attendance records. However, it is the student's responsibility to withdraw from a course. A student enrolling in and attending at least one course session remains enrolled until the student initiates a withdrawal.

Withdrawal Policy: During the first 75% of the course, a student may initiate withdrawal and receive a grade of W. A student cannot initiate a withdrawal during the last 25% of the course. Extenuating circumstances require documentation and approval by the appropriate department head and academic dean.

Absences for Religious Holidays: Students who are absent from class in order to observe religious holidays are responsible for the content of any activities missed and for the completion of assignments occurring during the period of absence. Students who anticipate their observance of religious holidays will cause them to be absent from class and do not wish such absences to penalize their status in

class should adhere to the following guidelines:

1. Observance of religious holidays resulting in three or fewer consecutive absences: Discuss the situation with the instructor and provide written notice at least one week prior to the absence(s). Develop (in writing) and instructor-approved plan which outlines the make up of activities and assignments.
2. Observances of religious holidays resulting in four or more consecutive absences: Discuss the situation with the instructor and provide the instructor with written notice within the first 10 days of the academic term. Develop an instructor-approved plan with outlines the make up of activities and assignments.

**CLASSROOM
CONDUCT:**

ACADEMIC DISHONESTY: Students are expected to uphold the integrity of the College's standard of conduct, specifically in regards to academic honesty. All forms of academic dishonesty including, but not limited to, cheating on assignments/tests, plagiarism, collusion, and falsification of information will call for disciplinary action. Disciplinary action imposed may include one or more of the following: written reprimand, loss of credit for assignment/test, termination from course, and probation, suspension, or expulsion from the College. For further explanation of this and other conduct codes, please refer to the Student Handbook.

CELLULAR PHONES AND PAGERS/BEEPERS: Cellular phones, pagers and beepers are not permitted to be turned on or used within the classroom. Use of these devices during classroom time will be considered a violation of the student code as it relates to “disruptive behavior.”

**CLASS/LAB
PROCEDURES:**

The textbook is a learning resource. It is the responsibility of the student to read and follow each assigned chapter. Additional outside materials will be integrated with textbook discussion. Students are responsible for textbook materials, instructor’s notes, and external learning materials. You will receive more direction under Table of Contents.

The Learning Center, located in the rooms E-2 & E-5 of the East Building, provides computers for your use. Check the website <http://www.sccsc.edu/resources/tutoring/tlc> or call 592-4968 for current semester operating hours.

ACCOMMODATIONS: Students who need special accommodations in this class because of a documented disability should notify Student Disability Services by calling (864) 592-4818, toll-free 1-800-922-3679; via email through the SCC web site at www.sccsc.edu/resources/disabilities; or by visiting the office located in the East Building Room 30-B on the SCC Central campus. Contacting Student Disability Services early in the semester gives the College an opportunity to provide necessary support services and appropriate accommodations.

Inclement Weather Schedule:

- Check SCC Web Site: www.sccsc.edu
- Tune to **Channel-7** Local T.V. Station (CBS)
- Tune to an FM/AM Local radio station

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COURSE OUTCOMES & OBJECTIVES: Upon satisfactory completion of this course, the student will be able to:

- I. Explain the concept of services marketing
 1. Define service
 2. Describe the key differences between goods and services
 3. Summarize the service industry
 4. Associate the consumer decision process with services marketing
 5. Describe the ethical issues in services marketing

- II. Describe the delivery process of services marketing
 - 1. Identify the key points of service encounters
 - 2. Summarize service operational problems
 - 3. Describe the process of blueprinting service

- III. Describe how the Marketing Mix is associated with services marketing
 - 1. Review the pricing strategies of services
 - 2. Summarize the service communication strategies
 - 3. Describe the elements of a firm's physical evidence that have an impact on service

- IV. Contrast how to manage employees and customers
 - 1. Define the roles of contact personnel
 - 2. Distinguish the importance of boundary spanning personnel to services marketing
 - 3. Differentiate common human resource issues

- V. Differentiate how to assess and improve service quality
 - 1. Define customer satisfaction and the importance of measuring customer satisfaction
 - 2. Compare the benefits of customer satisfaction
 - 3. Define service quality
 - 4. Differentiate the Elements of Measuring Service Quality: SERVQUAL
 - 5. Compare the types of service failures
 - 6. Prescribe service recovery tactics
 - 7. Distinguish the importance and benefits of customer retention
 - 8. Summarize defection management
 - 9. Review service logic and the organizational structure

- VI. Analyze a firm's service delivery
 - 1. Analyze a restaurant experience and recommend areas of improvement