

Administrative Master Syllabus

Course Information

Course Title	Customer Relationship Management
Course Prefix, Num. and Title	MRKG 1301 Customer Relationship Management
Division	Technology and Business
Department	Business Office Technology
Course Type	WECM Course
Course Catalog Description	(Capstone Course) General principles of customer relationship management including skills, knowledge, attitudes, and behaviors. This is the capstone course for the Administrative Assistant certificate.
Pre-Requisites	None
Co-Requisites	None

Semester Credit Hours

Total Semester Credit Hours (SCH): Lecture Hours:	3:3:0
Lab/Other Hours	
Equated Pay Hours	3
Lab/Other Hours Breakdown: Lab Hours	0
Lab/Other Hours Breakdown: Clinical Hours	0
Lab/Other Hours Breakdown: Practicum Hours	0
Other Hours Breakdown	0

Approval Signatures

Title	Signature	Date
Department Head:	Celine Siewert, Business Office Technology Program Director	06/01/2025
Division Chair:	David Kucera, Technology & Business Division Chair	06/01/2025
VPI:		



Additional Course Information

Topical Outline: Each offering of this course must include the following topics (be sure to include information regarding lab, practicum, and clinical or other non-lecture instruction).

1. Customer Service
2. Service Culture
3. Verbal Communication Skills
4. Nonverbal Communication Skills
5. Listening to and Understanding the Customer
6. Customer Behavior
7. Customer Service Breakdowns and Recovery
8. Customer Service in a Diverse World
9. Customer Service via Technology
10. Building Customer Loyalty

Course Learning Outcomes:

Learning Outcomes – Upon successful completion of this course, students will:

- Examine internal and external customer relationship management (CRM) strategies.

Methods of Assessment:

- Unit Exams
- Comprehensive Final Exam
- Quizzes
- Homework and Exercises
- Discussions

Required text(s), optional text(s) and/or materials to be supplied by the student:

Latest edition of Customer Service Skills for Success, R. Lucas, McGraw Hill Education

Suggested Course Maximum:

35

List any specific or physical requirements beyond a typical classroom required to teach the course.

None

Course Requirements/Grading System: Describe any course specific requirements such as research papers or reading assignments and the generalized grading format for the course.

10-20% Discussions
20-40% Homework Assignments and Exercises
10-20% Quizzes
30-40% Unit Exams
10-20% Comprehensive Final Exam



Wharton County Junior College

The following grading scale will be used to determine grades for the class.

If your score is Your grade is:

90% up to 100% ..A

80% up to 89%B

70% up to 79%C

60% up to 69%D

59% or belowF

Curriculum Checklist:

☐ **Administrative General Education Course** (from ACGM, but not in WCJC Core) – No additional documents needed.

☐ **Administrative WCJC Core Course.** Attach the Core Curriculum Review Forms

☐ Critical Thinking

☐ Communication

☐ Empirical & Quantitative Skills

☐ Teamwork

☐ Social Responsibility

☐ Personal Responsibility

☒ **WECM Course** -If needed, revise the Program SCANS Matrix and Competencies Checklist