



Purpose: It is the intention of this Administrative-Master Syllabus to provide a general description of the course, outline the required elements of the course and to lay the foundation for course assessment for the improvement of student learning, as specified by the faculty of Wharton County Junior College, regardless of who teaches the course, the timeframe by which it is instructed, or the instructional method by which the course is delivered. It is not intended to restrict the manner by which an individual faculty member teaches the course but to be an administrative tool to aid in the improvement of instruction.

Course Title - Customer Relationship Management

Course Prefix and Number - MRKG 1301

Department - Business and Office Administration

Division - Technology and Business

Course Type: (check one)

- Academic General Education Course (from ACGM – but not in WCJC Core)
- Academic WCJC Core Course
- WECM course (This course is a Special Topics or Unique Needs Course: Y or N)

Semester Credit Hours # : Lecture hours# : Lab/other hours # **3:3:0**

Equated Pay hours for course - 3

Course Catalog Description - General principles of customer relationship management including skills, knowledge, attitudes, and behaviors. This course also includes job-seeking skills.

Prerequisites/Co requisites - None

List Lab/ Other Hours
Lab Hours 0
Clinical Hours
Practicum Hours
Other (list)

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Date 8/15/2012

Reviewed by department head Celine Siewert

Date 9/26/2012

Accuracy verified by Division Chair David Kucera

Date 9-26-12

Approved by Dean of Vocational Instruction or Vice President of Instruction Lac

Date 11-19-12



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

This course provides students with the basic concepts and current trends in the customer service industry. Special areas of emphasis include problem solving, development of a customer service strategy, creating customer service systems, coping with challenging customers, customer retention, and measuring satisfaction.

The course also emphasizes job-seeking skills including applications, resumes, cover letters, interview questions and techniques, and networking.

II. Course Learning Outcomes

Course Learning Outcome	Method of Assessment
The student will describe general principles of customer service.	At least 90% of students will correctly answer at least 70% of the questions on a comprehensive written exam.

III. Required Text(s), Optional Text(s) and/or Materials to be Supplied by Student.

The most recent edition of *Customer Service: A Practical Approach* by Elaine Harris. Pearson.

The most recent edition of *Strategies: Getting and Keeping the Job You Want* by Sharon Ferrett. McGraw Hill.

Students will also need #2 pencils and Scantron forms for taking tests.

IV. Suggested Course Maximum - 35

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

None

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

- 40% Homework (The students will be required to complete three end-of-chapter projects, including the mystery shopper, resume, and cover letter.)
30% Exams
30% Final Exam

Reading Assignments

Textbook: *Customer Service: A Practical Approach*

- Chapter 1 What is Customer Service
Chapter 2 Challenges of Customer Service
Chapter 3 Problem Solving

Test 1

Textbook: *Strategies: Getting and Keeping the Job You Want*

- Chapter 1 Self-Assessment and Your Future
Chapter 2 Exploring and Networking

Textbook: *Customer Service: A Practical Approach*

- Chapter 4 Strategy and Formulation of A Plan for Success
Chapter 5 Empowerment
Assign Challenge #2 Design a New System
Chapter 6 Communications in Customer Service
Chapter 7 Coping With Challenging Customers

Test 2

Textbook: *Strategies: Getting and Keeping the Job You Want*

- Chapter 3 Your Resume
Chapter 4 Cover Letters and Applications

Textbook: *Customer Service: A Practical Approach*

- Chapter 8 Motivation
Chapter 9 Leadership in Customer Service
Chapter 10 Customer Retention and Measurement of Satisfaction
Chapter 11 Technology and Customer Service
Chapter 12 Excellence in Customer Service

Test 3

Textbook: *Strategies: Getting and Keeping the Job You Want*

- Chapter 5 Preparing for the Interview
Chapter 6 The Interview

Final Exam

VII. Curriculum Checklist

- **Academic General Education Course** (from ACGM – but not in WCJC Core)
No additional documentation needed
- **Academic WCJC Core Course**
Attach the Core Curriculum Checklist, including the following:
- Basic Intellectual Competencies
 - Perspectives
 - Exemplary Educational Objectives
- **WECM Courses**
If needed, revise the Program SCANS Matrix & Competencies Checklist.