

**MRKG 1301 – CUSTOMER RELATIONSHIP MGT.
FALL 2019**

MEETING TIME: Section 271; MW 1:00PM – 2:15PM; LC ROOM 122

INSTRUCTOR: Jeannie Coggins
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OFFICE HOURS:

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	9:30AM-12:30PM		9:30AM-12:30PM	9:30AM-11:30AM

COURSE DESCRIPTION

An examination of General principles of customer relationship management including skills, knowledge, attitudes, and behaviors.

TEXT AND OTHER MATERIALS

Customer Service A Practical Approach, 6th ed.

Elain K. Harris, Pearson Education

ISBN-13: 978-0-13-274239-9

STUDENT CONDUCT

Students are expected to follow all guidelines of conduct as outlined in the *2019-2020 Student Guide*. You will find this publication online through the SPC Website. Smoking is not allowed in any SPC facility. Food or drinks will be allowed in designated areas only and are not permitted in classrooms, laboratories, library, shops, elevators, etc.

Cellular phones and audible pagers should be TURNED OFF/SILENCED during class time. No texting during class. Classroom disruptions will not be tolerated. If a student continues to be disruptive in class after receiving a warning, he/she will be asked to leave class. Your cooperation is certainly appreciated and will benefit the overall learning environment. Cheating on exams will result in the student receiving a failing grade.

EVALUATION & GRADING POLICY

Four course content exams will be given during the semester. Each exam will be presented through Blackboard and will consist of true/false and multiple choice questions. *No Make-up examinations are allowed. If you miss an exam, you will be allowed to replace that missed exam grade of 0 with the comprehensive final exam grade.*

Comprehensive Final Exam: A comprehensive final exam will be given at the end of the semester during finals week. Everyone is required to take the final exam in the classroom during the scheduled time.

For each textbook chapter, you will have a chapter quiz. The quiz will be taken through Blackboard outside of class meetings. The questions will vary, but can be from textbook chapter material, lecture notes given in class, or current events discussed in class, etc. ***There will be no make-up quizzes. If a quiz is missed, those points will be lost.***

GRADING

The semester grade will be based as follows:

Exam #1.....	15%	A =.....	100-90%
Exam #2.....	15%	B =.....	89-80%
Exam #3.....	15%	C =	79-70%
Exam #4.....	15%	D =	69-60%
Class Assignments.....	15%	F =	Below 60%
Chapter Quizzes.....	15%		
Final Exam.....	10%		
Total	100%		

ATTENDANCE POLICY

I expect students to be in attendance each scheduled meeting. *If a student accumulates four consecutive or a total of six absences, that student will be administratively dropped.* I also expect students to be punctual. I will take roll at the beginning of each class and I do record tardies. Three tardies are equivalent to an absence. It is your responsibility to make sure an absence is correctly recorded as a tardy if you come in late after roll has been completed for that day.

DIVERSITY STATEMENT

In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

DISABILITIES STATEMENT

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) 806-716-2577, Reese Center (Building 8) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

GENERAL SAFETY ON CAMPUS

South Plains College recognizes the importance of safety on campus. The protection of persons and property is a responsibility which we all share. Personal safety begins with the individual. The following guidelines are intended to assist you in protecting yourself and to encourage practices that contribute to a safe environment for our campus community.

- 1 Never leave your personal property unsecured or unattended.
- 2 Look around and be aware of your surroundings when you enter and exit a building.
- 3 Whenever possible, avoid walking alone, particularly after dark. Walk to your vehicle with other class members or request that the Security Guard walk you to your car.
- 4 When approaching your vehicle, keep your keys in your hand; look under your car and in the back seat and floorboard. Lock the doors as soon as you are inside your car.

CHILDREN ON CAMPUS

Many of the students attending classes at South Plains College are also parents who value the opportunity to participate in higher education. Sometimes students are faced with the decision of whether to remain at home with their children, bring children with them to class, or be absent from class. The following guidelines address concerns for the safety of children on campus and provide for an environment conducive to learning:

1. **Students are not allowed to bring children to class** and will be asked to leave in the interest of providing an environment conducive for **all** students enrolled in the class. Students are responsible for adherence to the attendance requirements set forth by the instructor in the course syllabus.
2. **Children may not be left unattended.** In order to provide for the safety of children on campus, parents or other guardians are responsible for supervising children while utilizing services or conducting business on campus.
3. **Disruptive children will not be allowed to interfere with college business.** Parents or other guardians are responsible for supervising and controlling the behavior of children they have brought on campus.

END-OF-COURSE OUTCOMES:

- Define customer service and list its goals and challenges
- Defend the organizational benefits of serving both the external and internal customer well
- List customer needs
- Describe the concept of social customers relative to their purchasing habits and impact on organizations
- Discuss the impact of globalization on customer service
- Describe diversity in the workplace relative to serving the needs of diverse personalities in global customers
- Identify the four personalities of customers and distinguish among them
- Contrast customer service wants among the five generational groups
- Discuss ways to communicate effectively with disabled persons
- Explain the relationship between customer expectations and customer perceptions
- Cite examples of customer first impressions
- Describe the three customer turnoffs
- Discuss the importance of customer loyalty
- Discuss the traits and skills CSRs should possess
- Describe customer service strategy and its relationship to a SWOT analysis and a strategic plan

- Connect the importance of data warehousing to the efficiency of a customer relationship management strategy
- Identify the major components of a customer service infrastructure
- Discuss the changing role of CSRs as it incorporates additional marketing and sales activities
- Identify techniques to better organize and manage time
- Discuss the importance of understanding and managing stress
- Understand the difference between positive and negative stress
- Define anger management and list ways to control it in the workplace
- Describe the benefits to customers of the teamwork approach in organizations
- Describe the steps involved in solving customer complaints
- Identify reasons that customers complain and describe the process for solving those problems
- List the conflict management styles and strategies to use when solving customer problems
- Discuss how a customer win-back plan is a necessary component for dealing with dissatisfied customers
- Discuss approaches to use when handling extreme customers, both quiet and vocal
- Describe the activities involved in proactive problem solving and customer self-service for extreme customers
- Analyze the uses for and types of feedback survey instruments
- Identify customer retention strategies and why they are important for quiet and vocal customers
- Explain the role of management in setting customer service standards
- Describe the working environment and basic duties for most customer service representative positions
- Identify reasons companies should train, empower, and reward service professionals
- Discuss the qualities that a successful customer service manager should possess
- Explain each of the elements in the communication process
- Identify the behaviors of people who communicate using different communication styles
- Compose examples of open, probing, closed, alternative choice, leading, and direct questions
- Know the fundamentals of business writing
- Distinguish among the three levels of listening
- Explain the consequences of ineffective listening
- Develop techniques for becoming an effective listener
- Describe obstacles that impact customer-focused listening
- Identify the elements and interpretations of body language
- Discuss the importance of having a dress code in the workplace
- Cite examples of business etiquette and manners
- Detail the essential customer service skills needed when communicating over the phone
- Describe the purpose and extent of business use of voice and virtual technologies
- Evaluate the quality and delivery of your service voice when speaking on the phone
- Distinguish between inbound and outbound telemarketing activities
- Identify and describe Web-driven service technologies