

COURSE SYLLABUS FALL 2026

Course Title: MRKG 1301-151; Customer Relationship Management

Meeting Time: Section 151; ONLINE

Instructor Information:

Instructor:	Miran Rivera			
Office:	LC 120G (Lubbock Center)			
Office Telephone:	806.716.4917			
E-mail:	mriviera@southplainscollege.edu			
Office Hours:				
Monday	Tuesday	Wednesday	Thursday	Friday
By Appt	8:00 – 11:00 AM	By Appt	8:00 – 11:00 AM	8:30 – 10:30

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COURSE DESCRIPTION: General principles of customer relationship management including skills, knowledge, attitudes, and behaviors. We will examine internal and external customer relationship management (CRM).

TEXT AND OTHER MATERIALS

Customer Service, Skills for Success, Lucas; 8th Ed.,

McGraw Hill Connect Access Code

OneDrive or 1GB+ Flash/Jump drive

Connect Access Code:

You MUST have the Connect Access Code for this class, as you will complete homework/case assignments and exams through the McGraw Hill Connect Website!! This should come from your TexBook program through SPC

To access your course materials and explore McGraw Hill Connect, log in to Blackboard and click on the link that says Start Here and then “Access McGraw Hill Connect Here”. When prompted, log in with your account and follow the prompts to complete the registration process.

EVALUATION POLICY

You will have textbook reading assignments and textbook writing assignments. You will have four objective exams covering the assigned textbook chapter material. Simulation tasks are included in the textbook assignments to be completed throughout the course.

GRADING POLICY

Your semester grade will be calculated as follows:

Chapter Homework Assignments				45%
Exams				45%
Final Exam				10%
90-100 = A	80-89 = B	70-79 = C	60-69 = D	Below 60 = F

Chapter Homework Assignments (45%) --Submitted in McGraw Hill Connect

Weekly homework in Connect will be outlined in the semester schedule, opening Sundays at 5 AM and due the following Monday at 11:59 PM (you will have over a week to complete these assignments, remember that I do not accept late work). Please pay close attention to your semester schedule and the Connect schedule for due dates etc.

Unit Exams (40%) and Final Exam (10%)*:** There will be chapter exams covering 2-4 chapters each, over the major areas of study related to customer relationship management listed under the course outline below plus the comprehensive final exam. Each exam will be released on Sunday mornings at 6:00 AM and will close on the following Monday at 11:59 PM in McGraw Hill Connect. You will be able to click on the exam link and select the exam as soon as it is made available. None of the exams are timed.

MAKE-UP EXAM POLICY: **I do not give make-up exams or accept late exams.** The final exam will be comprehensive. All students will take the final comprehensive exam. If student does not take final comprehensive exam, final grade will be lowered by one letter grade at the end of the semester.

COURSE OBJECTIVES:

These are the major areas of study that will comprise the chapters covered:

- A. The Customer Service Profession
- B. Contributing to the Service Culture
- C. Verbal Communication Skills
- D. Nonverbal Communication Skills
- E. Listening to the Customer
- F. Customer Service and Behavior
- G. Service Breakdowns and Service Recovery
- H. Customer Service in a Diverse World
- I. Customer Service via Technology
- J. Encouraging Customer Loyalty

ASSIGNMENT DUE DATES

Week 1:	August 31, 2026	Chapter 1
Week 2:	September 7, 2026	Chapter 2
Week 3:	September 14, 2026	Chapter 3
Week 4:	September 21, 2026	Exam 1
Week 5:	September 28, 2026	Chapter 4
Week 6:	October 5, 2026	Chapter 5

Week 7:	October 12, 2026	Exam 2
Week 8:	October 19, 2026	Chapter 6
Week 9:	October 26, 2026	Chapter 7
Week 10:	November 2, 2026	Chapter 8
Week 11:	November 9, 2026	Exam 3
Week 12:	November 16, 2026	Chapter 9
Week 13:	November 23, 2026	Thanksgiving Week
Week 14:	November 30, 2026	Chapter 10
Week 15:	December 7, 2026	Exam 4
Week 16:	December 11, 2026	Final Exam (Chapters 1-10)

Note: All deadlines are at 11:59 PM on Monday unless you are notified differently. New Assignments open on Sunday at 5 AM.

SOFTWARE

If you do not have the appropriate software, you may download it from Microsoft at <https://products.office.com/en-us/student/office-in-education>.

ATTENDANCE POLICY

This is an online course so it's critical to manage your time well. Each week is delegated into folders in Blackboard to help you easily see what assignments are due. Please email with any questions.

WITHDRAWAL POLICY

The last day to withdraw/drop with a grade of "W" is **December 3rd, 2026**. It is the student's responsibility to withdraw from this course. Otherwise, students will be assigned their earned letter grade at the end of the course. Course averages will be updated every Friday, and guidance will be provided throughout the term to help students decide whether they need to drop the class or not. For more information regarding drops/withdrawals, please visit <https://www.southplainscollege.edu/admission-aid/apply/schedulechanges.php>.

COVID-19

For information and resources about COVID-19, please visit <https://www.southplainscollege.edu/emergency/covid19-faq.php>.

DIVERSITY, DISABILITIES, NON-DISCRIMINATION, TITLE V PREGNANCY, CAMPUS CONCEALED CARRY

For information regarding official South Plains College statements about **Diversity, Disabilities, Non-Discrimination, Title V Pregnancy Accommodations, and Campus Concealed Carry**, please visit: <https://www.southplainscollege.edu/syllabusstatements/>

STUDENT CONDUCT

Expected student conduct is as outlined in the SPC catalog. Please note that there is an online component to this course and others will see your responses to questions. Please do not post any pictures or data that others may find offensive.

TECHNICAL PROBLEMS/SUPPORT: If you are having computer problems, you have to let me know. I will try to help you in any way that I can. E-mail blackboard@southplainscollege.edu as your first contact with technical problems related to the Blackboard program. I am your contact with content issues for the course. Please remember that it is your responsibility to have a backup plan if your computer goes down. Please have this plan in place now and do not wait until it is a crisis situation. If you lose your assignments due to bad flash drives, computer crash, or your dog ate your homework, there is nothing I can do about it. **THIS IS YOUR WARNING TO HAVE A BACKUP PLAN IN PLACE.**

PLEASE DO NOT WAIT UNTIL THE LAST MINUTE TO TURN ASSIGNMENTS IN! Remember the saying “TECHNOLOGY HAPPENS”! So, it is strongly recommended to work on and submit assignments early before the date due. If an assignment is due and you are not able to access the Internet because the SPC server is down (which rarely happens), you have several options available.

RESPONSE TIMES: You should expect responses from me within 48 hours to emails sent using Blackboard email. If you haven’t received a response within that time, communicate to me again either through email and/or telephone. It is possible your initial communication had not been received. I will not guarantee a response to email during SPC scheduled school holidays or on weekends.

(end of document – subject to revision or addendums)