

COURSE SYLLABUS

FALL 2021

Course Title: MRKG 1301-271, Customer Relationship Management

Meeting Time: Section 271; MW 1:00 - 2:15; LC 122

Instructor Information:

Instructor:	Miran Faulks			
Office:	LC 120G (Lubbock Center)			
Office Telephone:	806.716.4917			
E-mail:	mfaulks@southplainscollege.edu			
Office Hours:				
Monday	Tuesday	Wednesday	Thursday	Friday
By Appt.	9:00 AM - Noon	By Appt.	9:00 AM - Noon	8:00 - 10:00 AM

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; 7th 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!!

- 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 to five 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:

Introduction/Syllabus Summary	5%
Chapter Activities on Connect	45%
Exams	40%
Final Exam	10%

90-100 = A	80-89 = B	70-79 = C	60-69 = D	Below 60 = F
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ASSIGNMENT POLICY/MATERIALS REQUIREMENTS: It is extremely important to have read assigned online course content, the chapters in the textbook, and/or Internet readings prior to completing assignments. You should also find the resources in each Learning Module within Blackboard for each chapter helpful. Assignments will be given throughout the semester (see calendar link in Blackboard) and reminders will be discussed using Blackboard as well.

All completed weekly chapter homework assignments will automatically be submitted through Connect – sign on instructions for this website will be posted on Blackboard in the first week of the semester.

All assignments are due by 4:00 p.m. on the date posted on the course schedule/calendar. **LATE WORK/ ASSIGNMENTS WILL NOT BE ACCEPTED.** Although, 1 homework grade will be dropped at the end of the semester.

TUTORING INFORMATION

SPC Tutors

Tutoring is FREE for all currently enrolled students. Make an appointment or drop-in for help at any SPC location or online! Visit the link below to learn more about how to book an appointment, view the tutoring schedule, get to know the tutors, and view tutoring locations.

<http://www.southplainscollege.edu/exploreprograms/artsandsciences/teacheredtutoring.php>

Tutor.com

You also have 180 FREE minutes of tutoring with tutor.com each week, and your hours reset every Monday morning. Log into Blackboard, click on the tutor.com link on the left-hand tool bar and grab a session with a tutor. You can access tutor.com during the following times:

Monday - Thursday: 8 pm - 8 am

6 pm Friday - 8 am Monday Morning

ATTENDANCE POLICY

Students are to be punctual and in attendance to each scheduled meeting. If a student accumulates four consecutive absences or a total of six absences, that student will be dropped. 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. Students are expected to attend class the entire scheduled class meeting time.

COVID-19 INFORMATION

If you are experiencing any of the following symptoms please do not attend class and either seek medical attention or get tested for COVID-19.

- Cough, shortness of breath, difficulty breathing
- Fever or chills
- Muscle or body aches
- Vomiting or diarrhea
- New loss of taste and smell

Please also notify DeEtte Edens, BSN, RN, Associate Director of Health & Wellness at dedens@southplainscollege.edu or 806.716.2376.

Please note that all positive tests must quarantine for the 10-day isolation period. If a student does test positive or chooses to self-quarantine due to an exposure, you must contact DeEtte Edens.

At this time we are not requiring masks be worn in class and on campus, but please do so if it makes you more comfortable.

WITHDRAWAL POLICY

It is the student's responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate and the student will owe any balance resulting from the adjustment.

If for any reason the student is unable to complete the course requirements, it is the student's responsibility to initiate their own withdrawal by the drop date for the semester. An administrative drop by the instructor in this course will, in most cases, result in the student receiving an "F" (not an "X"). **The last day for students to drop the course is December 2, 2021.** However, always talk to your instructor before dropping.

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.

NEW SPC E-MAIL INSTRUCTIONS

1. Navigate to <https://office.com> and select **Sign In**
2. Username: MySPCusername@southplainscollege.edu (please note the @students has been dropped)
3. Password: *Your MySPC/Blackboard password*
4. Select **Outlook** to check your new SPC email!

You can also forward your SPC email to another e-mail of your choice. You can do this by following these steps:

1. Login to Office 365 (<http://office.com/>)
2. Click **Outlook**.

3. Click **Settings** (gear icon in the upper right-hand of your screen).
4. At the bottom of the Settings panel, Click **View all Outlook settings** - Click **Mail**.
5. Click **Forwarding**
6. Under the "Forwarding" heading, select **Enable Forwarding**
7. Type the email address you wish to forward your mail (e.g., Gmail, Hotmail, etc.)
8. Recommended: Select "Keep a copy of all forwarded messages"
Note: if you do not select this, nothing sent to your @southplainscollege.edu email account will be saved in your SPC mailbox.
9. Select **Save**.

COURSE OBJECTIVES

Upon successful completion of the course, you will be able to:

- Aspire to reach professional status as an administrative assistant.
- Develop attitudes and behavior that will help him/her adjust rapidly to a business environment and meet challenges of the changing world of work.
- Gain an understanding of the nature of office work, the place of the office in the business world, and the kinds of work for which he/she could prepare and find employment.
- Practice fundamental office procedures, which are in keeping with his/her capability, in order to develop certain salable skills.

Introduction Assignment (due 09/03/21 4:00 PM) (2.5%)

Post your introduction in the Discussion tool forum in Blackboard (under Course Content to the left). In the discussion forum, post in the topic "Your Introduction." In the subject line put your name – example, "John Doe's Introduction." Please include the following in your introduction. This assignment will be keyed in the body of the message window, please feel free to say hello to your fellow classmates if you wish, and discuss anything that you might have in common.

- Name
- Major
- Current work (include hours/week and duties)
- Spare time activities (or if you had spare time, what would you do?)
- Favorite class so far and why
- Least favorite class so far and why
- Business or work area interests or career goals

Syllabus Summary Assignment (due 09/03/21) (2.5%)

Submit an approximate one-paragraph summary of this syllabus to me using the Blackboard Discussion tool forum. The subject line should read "Syllabus summary – Your name". Include things you feel most important to remember during the semester. At the bottom of your summary, please state that you agree to the syllabus guidelines and put the current date by your name.

Homework Assignments/Chapter Discussion Questions etc. (45%) --Submitted in Connect

Weekly homework in Connect will be outlined in the semester schedule, opening Sundays at 6 AM and due the following Monday at 4:00 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.

Chapter Exams (40%), Final Exam (10%) ***

There will be 4 exams (not including comprehensive final exam) covering 2-3 chapters each over the major areas of study related to business 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 4:00 p.m in Connect. You will be able to click on the exam link and select the exam as soon as it is made available. When you begin the exam, you will have 1 hour and 15 minutes (75 minutes) to complete and submit the exam.

*** Exams will be conducted online within software called McGraw Hill Connect. (If you are not familiar with this software DO NOT WORRY! Guidelines and sign in procedures will be made clear in the first week of class. You will buy a code to take exams and homework through this website – see the textbook info. above in the syllabus if you have questions regarding this.) You do not have to come to campus to take these. Connect will not allow printing of the exams when accessed. You will only be able to access the test once and you must take the test in one sitting – you will not be able to save and come back later to the test!

It will be very important for you to visit the Semester Schedule in Blackboard to see when exams are scheduled. ***

MAKE-UP EXAM POLICY

I do not give make-up exams. The final exam (10%) 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.

COURSE LEARNING 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

Chapter 1	September 06, 2021
Chapter 2	September 13, 2021
Chapter 3	September 20, 2021
Exam 1	September 27, 2021
Chapter 4	October 4, 2021
Chapter 5	October 11, 2021
Exam 2	October 18, 2021
Chapter 6	October 25, 2021
Chapter 7	November 7, 2021
Chapter 8	November 15, 2021
Exam 3	November 22, 2021
Chapter 9	November 29, 2021
Chapter 10	December 6, 2021
Exam 4	December 13, 2021
FINAL	December 16, 2021

Note: All deadlines are at 4:00 PM on Monday unless you are notified differently. New Assignments open on Sunday at 6:00 AM.

COMPUTER LABS: There are several computer labs with the locations, and hours of operation below. You will need to present your SPC student ID at some of these locations.

- Levelland campus: Technology Center, Monday – Thursday from 8 a.m. to 9 p.m. and Friday from 8 a.m. to 4 p.m.

- Reese campus library: Building 8, Monday – Thursday from 8 a.m. to 8 p.m. and Friday from 8 a.m. to 4 p.m.
- Reese campus: Building 8, Room 827. This lab is available first for students enrolled in computer classes then students enrolled in other courses. Hours will be posted on the door.
- Lubbock Center, Monday – Thursday from 8 a.m. to 7 p.m. and Friday from 8 a.m. to 4 p.m.

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 is 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 OR YOU MAY HAVE PROBLEMS! 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:

1. McGraw Hill Connect will not be affected if Blackboard is down, so go ahead and complete your work in Connect.
2. If you have to email me attachments and Blackboard is down, you can email them to my SPC email (only in an emergency!) at mfaulks@southplainscollege.edu Use these options only as a last resort. If you must use one of these options, email and call me to let me know.

SPECIAL SERVICES: 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 Center 806-716-2577, Reese Center (also covers ATC) Building 8: 806-716-4675, Plainview Center Main Office: 806-716-4302 or 806-296-9611, or the Health and Wellness main number at 806-716-2529.

ACADEMIC INTEGRITY: It is the aim of the faculty of South Plains College to foster a spirit of complete honesty and a high standard of integrity. The attempt of any student to present their own work, which he or she has not honestly performed, is regarded as a most serious offense and renders the offender liable to serious consequences, possibly suspension. Students should refer to the SPC General Catalog policy regarding consequences for cheating and plagiarism and for events defined as cheating and plagiarism (see “Academic Integrity” as well as “Student Conduct” sections in college catalog).

CAMPUS CONCEALED CARRY - Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to the SPC policy at:

(http://www.southplainscollege.edu/human_resources/policy_procedure/hhc.php) Pursuant to PC 46.035, the open carrying of handguns is prohibited on all South Plains College campuses. Report violations to the College Police Department at 806-716-2396 or 9-1-1.

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.

PREGNANCY ACCOMMODATIONS STATEMENT

If you are pregnant, or have given birth within six months, Under Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations, you must submit a Title IX pregnancy accommodations request, along with specific medical documentation, to the Director of Health and Wellness. Once approved, notification will be sent to the student and instructors. It is the student’s responsibility to work with the instructor to arrange accommodations. Contact Chris Straface, Director of Health and Wellness at 806-716-2362 or email cstraface@southplainscollege.edu for assistance.

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.

EMERGENCY INFORMATION

In case of emergency, contact the following numbers but DO NOT leave a voice mail message

894-9611, ext. 2338 - Levelland Campus

806-716-4677 - Lubbock Center

885-3048, ext. 2923 - Reese Center (mobile 893-5705)