

COURSE SYLLABUS

COURSE TITLE: MRKG 1301.501 Customer Relationship Management - Thursday Hybrid
9:30-10:45A.M. PC125/ZOOM

SEMESTER/YEAR: Spring 2023

INSTRUCTOR: Dr. Kasandra Lane

Email: klane@southplainscollege.edu

OFFICE HOURS: I will be available by email from 8 AM – 5 PM Monday - Friday

COURSE DESCRIPTION: General principles of customer relationship management including skills, knowledge, attitudes, and behaviors

COURSE LEARNING OUTCOMES: Examine internal and external customer relationship management (CRM) strategies.

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 as his or her own any work which he or she has not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offender liable to serious consequences, possibly suspension.

Cheating: Dishonesty of any kind on examinations or on written assignments, illegal possession of examinations, the use of unauthorized notes during an examination, obtaining information during an examination from the textbook or from the examination paper of another student, assisting others to cheat, alteration of grade records, illegal entry or unauthorized presence in an office are examples of cheating. Complete honesty is required of the student in the presentation of any and all phases of course work. This applies to quizzes of whatever length as well as to final examinations, to daily reports and to term papers.

Plagiarism: Offering the work of another as one's own, without proper acknowledgment, is plagiarism; therefore, any student who fails to give credit for quotations or essentially identical expression of material taken from books, encyclopedias, magazines and other reference works, or from the themes,

reports or other writings of a fellow student, is guilty of plagiarism.

Professionalism: The courses in your program of study are designed to prepare you for employment in the work world. Businesses require you to behave in a professional manner, so you are expected to practice professionalism in class. This includes everything from being courteous to your instructor and fellow students to the use of cell phones in class and other electronic devices.

TEXT

Customer Service, Skills for Success, Lucus, 8th Edition - McGraw Hill Connect

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.

ATTENDANCY POLICY:

This course will be taught in an online format due to the current changes. You will be required to work daily on your course work. Each week we will begin on Monday and end on Friday. Your work will open at 5 AM each day and you will have access to your work for that day until 11:59 PM. You will be given the weekend off to prepare for the following week. Your tentative schedule (shown in this syllabus) will give you information regarding what chapters we will be working on each day. You are required to be online Monday – Friday of each week to be successful in this course.

III.GRADING POLICY

Requirement	Percent of Grade
McGraw-Hill Connect Assignments	30%
Online Discussions	20%
Exams	35%
Final Exam	15%

Percent Equivalent	Grade
90-100	A
80-89	B
70-79	C
60-69	D
Below 60	F

ADDITIONAL ASSIGNMENT INFORMATION

- **Weekly Discussion Posts:** You will be required to complete three (3) discussion questions per week using Blackboard as assigned in accordance with the

syllabus. Discussion questions are required to be posted NO later than midnight (Central Standard Time (CST) on FRIDAY of the assigned week. Additionally, each student is required to reply to the responses of at least TWO other students no later than midnight (CST) on SUNDAY of the assigned week to engage and influence forward thinking, class involvement, and academic discussion.

- **Initial Discussion Posts:** These posts must be a minimum of 5 sentences in length. You must use textual evidence from your book to support your response in APA format.
- **Response to Peers:** These posts must be a minimum of 3 sentences to receive credit. Using phrases such as: Good Job! I agree! ... do not count toward your minimum length requirement stated above.
- **Connect Assignments:** Each week you will have multiple assignments that will be assigned to allow you to make a better connection to the chapter(s) that we cover in class. You will want to make sure you complete your chapter reading before beginning your homework in McGraw-Hill Connect to help allow you to use your new knowledge based on your reading to help you complete your assignments.
- **Exams:** Your exams will only cover material we have covered in the course and information you have completed in your weekly readings.
- **Final Exam:** This will not be a comprehensive exam it will only cover the final chapters that we complete at the end of the course.

OTHER INFORMATION

1. Be respectful of others.
2. Contribute to classroom discussion without monopolizing. Give everyone a chance to participate.
3. Please review your Student Guide. Especially sections: Classroom Conduct, Cheating and Plagiarism, and Disruptions.

AMERICANS WITH DISABILITIES ACT 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. For more information, call or visit the Disability Services Office in rooms 809 and 811, Reese Center Building 8, 806-716-4675.

TENATIVE SCHEDULE:

<i>1</i> <i>Thursday</i> <i>Jan 19</i>	<u>Introduction to Customer Relationship Management</u> Look over syllabus, tentative schedule, and your online course in Blackboard
<i>2</i> <i>Thursday</i> <i>Jan 26</i>	<u>Ch 1: The World of Customer Service</u>

<p>3 <i>Thursday</i> <i>Feb 2</i></p>	<p><u>Ch 2: Contributing to the Service Culture</u></p> <p>Begin Reviewing for Exam 1</p>
<p>4 <i>Thursday</i> <i>Feb 9</i></p>	<p><u><i>Exam 1</i></u></p>
<p>5 <i>Thursday</i> <i>Feb 16</i></p>	<p><u>Ch 3: Verbal Communication Skills</u></p>
<p>6 <i>Thursday</i> <i>Feb 23</i></p>	<p><u>Ch 4: Nonverbal Communication Skills</u></p>
<p>7 <i>Thursday</i> <i>Mar 2</i></p>	<p><u>Ch 5: Listening to the Customer</u></p>
<p>8 <i>Thursday</i> <i>Mar 9</i></p>	<p><u><i>Exam 2</i></u></p>
<p>9 <i>Thursday</i> <i>Mar 16</i></p>	<p><u><i>SPRING BREAK</i></u></p>
<p>10 <i>Thursday</i> <i>Mar 23</i></p>	<p><u>Ch 6: Customer Service and Behavior</u></p>
<p>11 <i>Thursday</i> <i>Mar 30</i></p>	<p><u>Chapter 7: Service Breakdown and Recovery</u></p>
<p>12 <i>Thursday</i> <i>Apr 6</i></p>	<p><u>Ch 8: Customer Service in a Diverse World</u></p>
<p>13 <i>Thursday</i> <i>Apr 13</i></p>	<p><u><i>Exam 3</i></u></p>
<p>14 <i>Thursday</i> <i>Apr 20</i></p>	<p><u>Ch 9: Customer Service via Technology</u></p>

<p style="text-align: center;"><i>16</i> <i>Thursday</i> <i>Apr 27</i></p>	<p style="text-align: center;"><u>Ch 10: Encouraging Customer Loyalty</u> <u>Review for Final Exam</u></p>
<p style="text-align: center;"><i>16</i> <i>May 11</i></p>	<p style="text-align: center;">FINAL EXAM WILL OPEN ON May 11TH WILL OPEN AT 7:30 AM AND REMAIN OPEN UNTIL NOON</p>

ADDITIONAL INFORMATION

- Students are responsible for reading, understanding, obeying, and respecting all academic policies.
- There is no opportunity for extra credit.
- **No late assignments will be accepted, unless approved by instructor prior to deadline, approval must be given 24 hours before deadline.**
- The instructor holds the right to make adjustments to this syllabus and its contents in the best interest of the class and course objectives.
- Submitting the work of another student:
 - First instance results in grade of a zero for that assignment
 - Second instance results in an F for the term