

COURSE SYLLABUS

MRKG 1301 (3:3:0)

Customer Relationship Marketing

Business Administration Department

Technical Education Division

Levelland

SOUTH PLAINS COLLEGE

Spring 2016

COURSE SYLLABUS

COURSE TITLE: MRKG 1301 Customer Relationship Marketing

INSTRUCTOR: Lauren Gregory

OFFICE LOCATION
AND PHONE/E-MAIL: Technology Center, 104B, Levelland, 716- 2249
e-mail: lwgregory@southplainscollege.edu

OFFICE HOURS: To be announced and posted on office door

SOUTH PLAINS COLLEGE IMPROVES EACH STUDENT'S LIFE

I. GENERAL COURSE INFORMATION:

- A. Course Description: General principles of customer relationship management including skills, knowledge, attitudes, and behaviors
- B. Course Learning Outcomes: Examine internal and external customer relationship management (CRM) strategies.
- C. A minimum grade of "D" is required to pass MRKG 1301.
- D. 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.
 1. **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.
 2. **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.

II. SPECIFIC COURSE/INSTRUCTOR REQUIREMENTS:

A. Textbook and Other Materials: *Customer Service, Skills for Success*, Lucas, 6th Edition with McGraw Hill Connect

B. Class Attendance:

Students are expected to attend all classes in order to be successful in a course. The student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus.

When an unavoidable reason for class absence arises, such as illness, an official trip authorized by the college or an official activity, the instructor may permit the student to make up work missed. It is the student's responsibility to complete work missed within a reasonable period of time as determined by the instructor. Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Should a student, for any reason, delay in reporting to a class after official enrollment, absences will be attributed to the student from the first class meeting.

Students who enroll in a course but have "Never Attended" by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. A student who does not meet the attendance requirements of a class as stated in the course syllabus and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of "X" or "F" as determined by the instructor. Instructors are responsible for clearly stating their administrative drop policy in the course syllabus, and it is the student's responsibility to be aware of that 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.

A student who stops attending class must take the responsibility of contacting the Registrar's Office to drop the class. (see college catalog) If the student fails to do this, the instructor will administratively withdraw the student after two weeks of absences (consecutive or not – **on the 5th absence/you are allowed 4 absences**) with a grade of "X" or "F".

Student will be counted absent for an entire class period (after 1 warning) for the following:

- Texting during class
- Instant Messaging during class
- Sleeping during class
- Excessive Tardiness (After 2nd)

- Leaving class early
- Off topic/disruptive, excessive discussion with other students

This classroom is a PROFESSIONAL environment, and I treat it as such. Business students in particular must understand how to conduct themselves in a professional environment. I expect exceptional behavior from ALL of my students! I consider this course to be your job – and I expect behavior to reflect that – if you are late to your job, or turn in work late in the real world, you would be terminated from that job/career – I take on the same assumptions in this course. Please be mindful of the attendance policy, and the “NO LATE WORK ACCEPTED” policy, as I do NOT make ANY exceptions to these rules!

C. Assignment Policy: Students are required to complete reading assignments, homework assignments, and exams as assigned by the instructor. It will be the student’s responsibility to receive from a classmate any notes or instructions given in case of an absence! **NO LATE WORK ACCEPTED! Tests cannot be made up or taken late!** (1 daily grade will be dropped at the end of the semester, allowing for an absence, as well as 1 exam grade (not including the final) will be dropped to allow for an absence)

D. Grading Policy/Procedure and/or methods of evaluation: The student’s grade will be determined by performance on examinations and/or other course work as assigned by the instructor.

Tests	40%
Case Studies/Group Work	20%
Daily/Connect HW	30%
Final Exam	10%

Grades will be determined by the following scale:

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

E. Special Requirements: Please make sure any sound is off on cell phones or pagers while in class. Smoking is not allowed in any SPC facility. Illegal use of any computer equipment or software is against the law and strictly prohibited. Any student at SPC who violates policy in this area will lose all privileges of using any computer lab.

III. COURSE OUTLINE:

- 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

CLASS SCHEDULE: Tentative

Week 1	Chapter 1	
Week 2		
Week 3	Chapter 2	
Week 4		
Week 5	Chapter 3	Test 1
Week 6	Chapter 4	
Week 7		
Week 8	Chapter 5	
Week 9	Spring Break	
Week 10	Chapter 6	
Week 11		Test 2
Week 12	Chapter 7	
Week 13	Chapter 8	
Week 14	Chapter 9	Test 3
Week 15	Chapter 10	
Week 16		Test 4
Final		

Please note this plan is open to change and modification as circumstances warrant.

IV. ACCOMMODATIONS:

EQUAL OPPORTUNITY: South Plains College strives to accommodate the individual needs of all students in order to enhance their opportunities for success in the context of a comprehensive community college setting. It is the policy of South Plains College to offer all educational and employment opportunities without regard to race, color, national origin, religion, gender, disability or age.

SPECIAL SERVICES: 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.

ELECTRONIC ASSIGNMENTS: This class will involve the use of the Internet and some access to discussion groups, forums, bulletin boards, e-mail programs and/or chat rooms in order to complete the objectives of this class. Topics assigned by the instructor will be relevant to the objectives of this course.

DISCLAIMER: “This is to notify you that the materials you may be accessing in chat rooms, bulletin boards or unofficial web pages are not officially sponsored by South Plains College. The United States Constitution rights of free speech apply to all members of our community regardless of the medium used. We disclaim all liability for data, information or opinions expressed in these forums