



CUSTOMER SERVICE TECHNIQUES

3-0-3.0

Date: 11/30/11

COURSE NUMBER: MKT 135

PREREQUISITE(S): MAT 032*, ENG 032*, RDG 032* with a minimum grade of "C"

CO-REQUISITE(S): None

COURSE DESCRIPTIONS This course is a study of the techniques and skills required for providing customer service excellence, including illustrations to turn customer relations into high standards of customer service satisfaction, and repeat sales.

TEXTBOOK(S): Lovelock, Christopher and Jochen Wirtz. Services Marketing. 7th Edition. Pearson Education Inc. Prentice Hall, 2011. (ISBN: 978-0-13-978-0-13-610721-7)

REFERENCE(S): None

OTHER REQUIRED MATERIALS, TOOLS, AND EQUIPMENT: Computer with Internet access, Internet Explorer 5.0 or higher or other current browser, Java, word processing software (must be able to save Word format), and anti-virus software.

METHOD OF INSTRUCTION: This course will be taught via the Internet using online lecture notes, discussion board, and electronic messaging.

GRADING SYSTEM:

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

<u>GRADE CALCULATION METHOD:</u>	Quizzes/Discussions/Cases	=	40%
	Tests/Midterm	=	40%
	Final/Project	=	20%
		=	<u>100%</u>

Students will be given a window of testing time and must take the test within that window. There are no make-up tests. If an emergency arises and you are unable to be present for a test, call your instructor immediately.

Assignments will not be accepted late. Tardiness of assignments, projects, papers, exercises, and tests will result in a grade of zero (0). If you have a chance to turn them in early – use it!

CONFIDENTIALITY:

All students' e-mail addresses may be available to other students in the class. Although some assignments in an online course may encourage or require peer communication, the instructor will make every effort to protect the confidentiality of any personal communication (for example, grades). However, you should recognize that e-mail and other electronic media are not secure; there is no guarantee of the privacy of your e-mail or other personal information.

**APPROPRIATE
ONLINE BEHAVIOR:**

The use of Spartanburg Community College's website, e-mail service or course management software for creation and/or distribution of material not pertaining to course participation is prohibited and is grounds for dismissal according to College policy under "disruptive behavior." Such actions, include, but are not limited to:

- Inappropriate use of email and discussion boards for:
 - ✓ Harassment
 - ✓ Unlawful solicitation
 - ✓ "Spamming"
 - ✓ "Flaming"
- Use of online editing tools within the course management software to:
 - ✓ Create offensive material
 - ✓ Link to inappropriate materials

**ATTENDANCE
POLICY:**

An electronic e-mail is required from each student to the instructor by the end of the drop/add period. At this time the Instructor will drop the student from the course if it is not received.

Instructors maintain attendance records. However, it is the student's responsibility to withdraw from a course. A student who stops attending the online class and fails to initiate a withdrawal will remain on the class roster. *With this in mind, for every assignment, test or exam not completed while still enrolled in the course the student will receive a grade of zero and the final course grade will be calculated accordingly.*

Withdrawal Policy: During the first 75% of the course, a student may initiate withdrawal and receive a grade of W. A student cannot initiate a withdrawal during the last 25% of the course. Extenuating circumstances require documentation and approval by the appropriate department head and academic dean.

**ACADEMIC
CONDUCT:**

ACADEMIC DISHONESTY: Students are expected to uphold the integrity of the College's standard of conduct, specifically in regards to academic honesty. All forms of academic dishonesty including, but not limited to, cheating on assignments/tests, plagiarism, collusion, and falsification of information will call for disciplinary action. Disciplinary action imposed may include one or more of the following: written reprimand, loss of credit for assignment/test, termination from course, and probation, suspension, or expulsion from the College. For further explanation of this and other conduct codes, please refer to the Student Handbook.

**CLASS/LAB
PROCEDURES:**

The textbook is a learning resource. It is the responsibility of the student to read and follow each assigned chapter. Additional outside materials will be integrated with textbook discussion. Students are responsible for textbook materials, instructor's notes, and external learning materials. You will receive more direction under Table of Contents.

The Learning Center, located in the rooms E-2 & E-5 of the East Building, provides computers for your use. Check the website <http://www.sccsc.edu/resources/tutoring/tlc> or call 592-4968 for current semester operating hours.

ACCOMMODATIONS:

Students who need special accommodations in this class because of a documented disability should notify Student Disability Services by calling (864) 592-4818, toll-free 1-800-922-3679; via email through the SCC web site at

www.sccsc.edu/resources/disabilities; or by visiting the office located in the East Building Room 30-B on the SCC Central campus. Contacting Student Disability Services early in the semester gives the College an opportunity to provide necessary support services and appropriate accommodations.

Program Coordinator

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COURSE OUTCOMES & OBJECTIVES:

Upon satisfactory completion of this course, the student will be able to:

- I. Explain the concept of services marketing
 1. Define service
 2. Describe the key differences between goods and services
 3. Summarize the service industry
 4. Associate the consumer decision process with services marketing
 5. Describe the ethical issues in services marketing

- II. Describe the delivery process of services marketing
 1. Identify the key points of service encounters
 2. Summarize service operational problems
 3. Describe the process of blueprinting service

- III. Describe how the Marketing Mix is associated with services marketing
 1. Review the pricing strategies of services
 2. Summarize the service communication strategies
 3. Describe the elements of a firm's physical evidence that have an impact on service

- IV. Contrast how to manage employees and customers
 - 1. Define the roles of contact personnel
 - 2. Distinguish the importance of boundary spanning personnel to services marketing
 - 3. Differentiate common human resource issues

- V. Differentiate how to assess and improve service quality
 - 1. Define customer satisfaction and the importance of measuring customer satisfaction
 - 2. Compare the benefits of customer satisfaction
 - 3. Define service quality
 - 4. Differentiate the Elements of Measuring Service Quality: SERVQUAL
 - 5. Compare the types of service failures
 - 6. Prescribe service recovery tactics
 - 7. Distinguish the importance and benefits of customer retention
 - 8. Summarize defection management
 - 9. Review service logic and the organizational structure

- VI. Analyze a firm's service delivery
 - 1. Analyze a restaurant experience and recommend areas of improvement