Course Prefix and Number: MKT 260  

Course Title: Customer Service Management  

Course Description (including lecture hours, lab hours, total contacts)  
Examines the role of customer service in achieving a firm’s long-term goals; discusses the basic principles of effective customer service and explores the tasks and responsibilities of a customer service manager. Includes such topics as purpose of customer service; establishment of customer service goals and policies; recruitment, selection and training of customer service employees; motivation techniques; empowering employees for better decision making; and evaluation of customer service employees and program. Lecture 3 hours per week.

General Course Purpose  
This course provides students with skills and knowledge to enhance their ability to build and sustain relationships with loyal committed customers and employees through exceptional service.

Course Prerequisites/Corequisites (Entry-level competencies required for enrollment)  
None

Course Objectives (Each item should complete the following sentence.)  
Upon completing the course, the student will be able to:

a. Know how customers can become partners through service intimacy and an ongoing relationship
b. Recognize the importance of positive word-of-mouth in getting and keeping customers
c. Recognize the kinds of behaviors and personality factors that please customers
d. Describe the important distinction between hearing and listening
e. Know the benefits and Drawbacks of Telephonic Communications
f. Recognize the varying levels of importance that companies place on customer feedback.
g. Understand the case for customer recovery
h. Understand intrinsic and associated value which can affect a customer’s loyalty to you or your company
i. Understand the benefits of creating and supporting user groups
j. Understand and consider the use of virtual waiting techniques

Major Topics to be Included  

a. Behavior and Personality Factors that Please Customers
b. The Difference Between Listening and Merely Hearing
c. Benefits and Drawbacks of Telephone Communication
d. Web-based Customer Service
e. Why Customer Feedback is so Important
f. Developing Recovery Skills
g. Causes of Stress
h. Exceeding Customer Expectations and Convenience

Effective Date of Course Content Summary: August 25, 2008