Northern Marianas College
CURRICULUM ACTION REQUEST

Effective Semester / Session: Fall 2018

Type of Action:

- New
- Modification [X]
- Cancellation
- Move to Inactive (Stop Out)

Course Alpha and Number: MG 239

Course Title: Principles of Customer Service

Reason for initiating, revising, or canceling:
To update the course to show the changes in programs in which this course is a requirement as reflected on the IDPs, to fix inconsistency with pre-requisites within the document, and to clarify assessment measures.

Dr. Debra A. Steed
Proposer
Date: 5-31-18

Dr. Debra A. Steed
Director, School of Business
Date: 5-31-18

Zerlyn A. Taímanao
Acting Dean, Learning and Student Success
Date: 6/16/18
Northern Marianas College
Course Guide

Course: MG 239 Principles of Customer Service

1. Department
   Business

2. Purpose
   This course provides students with the basic concepts, techniques, and current trends in the customer service industry. Special areas of emphasis include problem solving, motivation, leadership, development of a customer service culture and strategy, creating customer service systems, coping with challenging customers, new customer service technologies, customer retention, and measuring customer satisfaction.

3. Description
   A. Required/Recommended Textbook(s) and Related Materials
      Required:

      Readability level: 10

   B. Contact Hours
      1. Lecture: 3 hours per week / 45 per semester
      2. Lab:
      3. Other:

   C. Credits
      1. Number: 3
      2. Type: Regular degree credits

   D. Catalogue Course Description
      This course provides students with the basic concepts, techniques, and current trends in the customer service industry. Special areas of emphasis include problem solving, motivation, leadership, development of a customer service culture and strategy, creating customer service systems, coping with challenging customers, new customer service technologies, customer retention, and measuring customer satisfaction. Prerequisite: MG 206, or upon approval of instructor. English Placement Level: EN 101, or upon approval of the instructor. Math Placement Level: None. (Offered Fall).
E. Degree or Certificate Requirements Met by Course
This course is required for the A.A.S. in Hospitality Management and the Certificate of Completion in Small Business Management.

F. Course Activities and Design
Instructional activities for the course will include lectures, discussion, simulations and role playing, reading assignments, group activities, guest speakers, videos, oral presentations, and other related instructional activities.

4. Course Prerequisite(s); Concurrent Course Enrollment; Required English/Mathematics Placement Level(s)
Prerequisites: MG 206, or upon approval of the instructor.
English Placement Level: EN 101, or upon approval of the instructor.

5. Estimated Cost of Course; Instructional Resources Needed
Cost to the College: Instructor's salary
Cost to the Student: Tuition for a 3-credit course, and the cost of the textbook.
Instructional resources needed for this course include, multi-media system, whiteboard, and dry-erase markers,

6. Method of Evaluation
Student learning will be evaluated based on homework assignments, in-class activities, quizzes and examinations, individual and group projects, and oral presentations.
NMC's grading and attendance policies will be followed.

7. Course Outline
This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.
1.0 What is customer service?
   1.1 The importance of customer service
   1.2 Customer service defined
   1.3 The difference between customer expectations and customer perceptions
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7.0 Coping with challenging customers
   7.1 Why are customers challenging?
   7.2 Characteristics of challenging customers
   7.3 The positive power of empathy
   7.4 Techniques for coping with challenging customers

8.0 Motivation
   8.1 What is motivation?
   8.2 Needs and wants
   8.3 Motivating factors
   8.4 Morale
   8.5 Self-concept and motivation
   8.6 Teamwork
   8.7 The power of self-motivation
   8.8 Methods of saying thank you and motivating others

9.0 Leadership in customer service
   9.1 Leadership defined
   9.2 Formal and informal leaders
   9.3 Characteristics of excellent leaders
   9.4 Creation of a customer service culture
   9.5 Leadership without position

10.0 Customer retention and measurement of satisfaction
   10.1 Customer retention defined
   10.2 Value of existing customers
   10.3 Developing a customer retention program
   10.4 Measuring customer satisfaction
   10.5 Sources of information
   10.6 Benefits of measuring your effectiveness

11.0 Technology and customer service
   11.1 The 21st century customer
   11.2 Embracing new technologies
   11.3 Customer service over the Internet
   11.4 Enhancing service experiences and building customer loyalty

12.0 Excellence in customer service
   12.1 Excellence is the goal
   12.2 What’s happening in the “real world”
   12.3 Rewards of providing excellent customer service
8. Instructional Goals
This course will introduce students to:

1.0 The definition of customer service;

2.0 Various examples of customer service activities/practices, and techniques for exceeding customers' expectations;

3.0 Customer attributes and the concept of market segmentation;

4.0 Common barriers to customer service and methods for minimizing or eliminating these barriers;

5.0 The importance of values and ethics in customer service and the challenges associated with ethical decision making;

6.0 The relationship between strategy and empowerment in creating a culture that encourages consistent delivery of excellent customer service;

7.0 The benefits of relationship marketing and techniques for successfully cultivating lasting and mutually beneficial connections with customers;

8.0 Various approaches to dealing with challenging customers;

9.0 The impact that high or low morale may have on an organization;

10.0 The relationship between leadership and motivation in customer service;

11.0 Customer retention and various methods of measuring customer satisfaction; and

12.0 Emerging trends in customer service technology.

9. Student Learning Outcomes
Upon successful completion of this course, students will be able to:

1.0 Define customer service;

2.0 Describe various examples of customer service activities/practices, and techniques for exceeding customers' expectations;
3.0 Differentiate customer attributes and explain the concept of market segmentation;

4.0 Identify common barriers to customer service and describe methods for minimizing or eliminating these barriers;

5.0 Explain the importance of values and ethics in customer service and the challenges associated with ethical decision making;

6.0 Describe the relationship between strategy and empowerment in creating a culture that encourages consistent delivery of excellent customer service;

7.0 Explain the benefits of relationship marketing and list several techniques for successfully cultivating lasting and mutually beneficial connections with customers;

8.0 Compare and contrast various approaches to dealing with challenging customers;

9.0 Explain the impact that high or low morale may have on an organization;

10.0 Describe the relationship between leadership and motivation in customer service;

11.0 Define customer retention and various methods of measuring customer satisfaction; and

12.0 Explain the emerging trends in customer service technology.

10. Assessment Measures
Assessment of student learning may include, but not be limited to, the following:

1.0 Homework assignments;

2.0 In-class activities;

3.0 Quizzes and examinations;
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4.0 Individual and group projects; and

5.0 Oral presentations.