

I. COURSE INFORMATION

- A. Business 161 Customer Service
- B. 3 credit hours
- C. Lucas, Robert. *Customer Service Skills for Success*. 7th ed. New Jersey: McGraw Hill, 2019
- D. Prerequisites: None

II. COURSE DESCRIPTION

This course focuses on the needs of customers and how customer service professionals meet those needs. Topics include enhancing customer relationships, customer service strategies, and communication skills needed for effective customer service.

III. LEARNING OUTCOMES

- A. Understand aspects of customer service
- B. Analyze the importance of communication in relation to professionalism and customer service
- C. Apply effective customer service techniques using different means of communication
- D. Explain the nature and scope of customer service management
- E. Apply processes used to resolve customer complaints and problems
- F. Discuss customer behavior, loyalty, and exceptional service

IV. MAJOR CONTENT AREAS

- A. The profession
- B. Skills for success
- C. Building and maintaining relationships

V. ASSIGNMENTS (may include but are not limited to)

- A. Reading assignments
- B. Writing assignments
- C. Interaction assignments
- D. Exams

VI. EVALUATION METHODS (may include but are not limited to)

- A. Tests and quizzes
- B. Discussion and role play activities
- C. Assignments
- D. Projects