

## **MNGT 159**

### **Managing Customer Relations and Service**

3 Credits

Community College of Baltimore County  
Common Course Outline

#### **Description**

**MNGT 159 – Managing Customer Relations and Service:** Prepares students to interact effectively with customers and to manage those who provide customer service; studies understanding customer behavior, implementing business policy and maintain good will.

**Pre-requisites: MNGT 101 or consent of instructor**

#### **Overall Course Objectives**

Upon completion of this course, students will be able to:

1. Examine the nature and reactions of various customers;
2. Assess customer behavior and select an appropriate course of action;
3. Analyze the various factors motivating customers and their behavior;
4. Differentiate customer requests while implementing company policy;
5. Utilize management skills in applying company policy to numerous non-programmed decisions; and
6. Effectively implement alternative evaluation and reward systems for managing customer relations/service employees.

#### **Major Topics**

- I. Business organizations as social institutions
- II. Stakeholder diagnosis and management
- III. Value-added service
- IV. Effects of competition
- V. Business consumer relations
- VI. Consumer behavior and motivation
- VII. Public perceptions of business
- VIII. Goodwill management
- IX. Ethics, professionalism, and success
- X. Oral techniques for customer relations
- XI. Written techniques for customer relations
- XII. Measuring consumer satisfaction
- XIII. Human resource management in customer service

#### **Course Requirements**

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

The Common Course Outline (CCO) determines the essential nature of each course.  
For more information, see your professor's syllabus.

- Weekly “quizzes” – brief checks to progressively gauge a student’s comprehension
- Class participation through role play and student presentations
- Journal of lecture/article summaries written by students each week during the semester
- Examinations – three exams spread throughout the semester, with the third exam being a comprehensive final

Written assignments and research projects: Students are required to use appropriate academic resources in their research and cite sources according to the style selected by their professor.

### **Other Course Information**

To provide students with an overall understanding of customer orientation and the management of companies implementing this policy.

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