MNGT 159
Managing Customer Relations and Service
3 Credits

Community College of Baltimore County
Common Course Outline

Description

Management 159 – Managing Customer Relations and Service: is a course that prepares students to interact effectively with customers and to manage those who provide customer service. Students develop an understanding of customer behavior and how business policy is implemented to maintain goodwill.

Pre-requisites: MNGT 101

Overall Course Objectives

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

1. define customer service and its impact on the service sector;
2. list the major components of a customer-focused environment;
3. discuss service strategy in relation to customer-friendly systems;
4. explain the importance of communication in customer service;
5. identify the elements of effective two-way communication;
6. list and explain the types of non-verbal communication;
7. summarize the steps in the listening process;
8. identify the behavioral styles and the roles they play in customer service;
9. define service breakdown;
10. identify strategies for preventing customer dissatisfaction;
11. identify the steps of the service problem solving model;
12. discuss the value of diversity and the need to treat customers as individuals;
13. describe ways in which technology is impacting service delivery;
14. discuss ways in which web-based and mobile technologies are part of service strategy; and
15. explain customer relationship management and its importance to customer loyalty.

Major Topics

   I.   The service sector
  II.   Service culture and strategy
 III.   Oral and written techniques for customer relations
  IV.   Business consumer relations
   V.   Diversity and customer service
  VI.   Customer Relationship Management
 VII.   Consumer behavior and conflict
VIII.   Ethics and professionalism
  IX.   Customer service and technology

X.   Measuring customer satisfaction

Course Requirements

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

- three discussion case studies
- three tests
- one presentation

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.

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