



**DEPARTMENT OF BUSINESS**  
**COURSE OUTLINE – FALL 2012**  
**BA2710 CUSTOMER SERVICE – 3(3-0-0) 45 HOURS**

**INSTRUCTOR:** Carly McLeod                      **PHONE:** 780-539-2946  
**OFFICE:** C307                                      **E-MAIL:** cmcleod@gprc.ab.ca  
Tuesday & Thursday  
**OFFICE HOURS:** 10am – 11:20am  
Or by appointment

**PREREQUISITE(S)/COREQUISITE:** None

**REQUIRED TEXT/RESOURCE MATERIALS:** Customer Service: Skills for Success; Fifth Edition.  
Robert W. Lucas. McGraw-Hill Ryerson.

**CALENDAR DESCRIPTION:**

This course prepares students to focus on customer service. Topics include the understanding of the principles of customer service and relationship building, how to develop a positive philosophy of selling as determined by customer service principles and the understanding of how relationship building, customer service and selling interrelate.

**CREDIT/CONTACT HOURS:**

BA 2710 is a 3 credit course consisting of 45 hours of instruction.

**DELIVERY MODE(S):**

The course work includes lectures, class discussions, group work, online practice exercises, in-class exercises, and student presentations, both written and oral.

**OBJECTIVES:**

Upon successful completion of the course, students will be able to:

- Identify and articulate the principles of customer service.
- Establish strategies for positive customer service interactions.
- Communicate clearly and effectively, both orally and in writing.
- Understand the relationship between customer service, personal relationships and selling.

## TRANSFERABILITY:

\*\* Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability

## GRADING CRITERIA:

GRANDE PRAIRIE REGIONAL COLLEGE			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A <sup>+</sup>	4.0	90 – 100	EXCELLENT
A	4.0	85 – 89	
A <sup>-</sup>	3.7	80 – 84	FIRST CLASS STANDING
B <sup>+</sup>	3.3	76 – 79	
B	3.0	73 – 75	GOOD
B <sup>-</sup>	2.7	70 – 72	
C <sup>+</sup>	2.3	67 – 69	SATISFACTORY
C	2.0	64 – 66	
C <sup>-</sup>	1.7	60 – 63	
D <sup>+</sup>	1.3	55 – 59	MINIMAL PASS
D	1.0	50 – 54	
F	0.0	0 – 49	FAIL
WF	0.0	0	FAIL, withdrawal after the deadline

## EVALUATIONS:

Assignments:	20% - submitted throughout the semester. (2% each)
Mid-Term:	20% - written approximately at the end of Week 7
Final Exam:	30% - scheduled during the exam week by the registrar's office.
Project:	25% - Due the last week of classes
Professionalism:	5% - In order to get the most out of class regular attendance and active participation is encouraged. Repeated lateness will be viewed similar to an absence in class. More than 5 absences will be in jeopardy of receiving a zero for professionalism. Disruptive classroom behavior will also be viewed as "not professional"... i.e. excessive/disruptive talking, texting, taking phone calls, ect.

## STUDENT RESPONSIBILITIES:

- **Mid-terms and finals** will be written as scheduled.
- **No rewrites** will be given on missed quizzes or midterms. If there is an excusable absence the weighting of the missed quiz/exam will be added onto the final exam weighting.
- **Assignments** are due on the dates set by the instructor. Late assignment will not be accepted and will receive a grade of zero.
- **Final Project** is due the last week of class. Late projects will have a 10%-per-day late penalty applied to the assigned grade.

## STATEMENT ON PLAGIARISM AND CHEATING:

Refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at [www.gprc.ab.ca/about/administration/policies/\\*\\*](http://www.gprc.ab.ca/about/administration/policies/**) \*\*Note: all Academic and Administrative policies are available on the same page.

## COURSE SCHEDULE/TENTATIVE TIMELINE:

<u>Week</u>	<u>Topic</u>	<u>Required Reading / Assignments</u>
Sept 10 <sup>th</sup>	<ul style="list-style-type: none"> <li>• The Customer Service Profession</li> </ul>	Chapter 1 <b>Assignment #1</b>
Sept 17 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Contributing to the Service Culture</li> </ul>	Chapter 2 <b>Assignment #2</b>
Sept. 24	<ul style="list-style-type: none"> <li>• Verbal Communication Skills</li> </ul>	Chapter 3 <b>Assignment #3</b>
Oct. 1 <sup>st</sup>	<ul style="list-style-type: none"> <li>• Nonverbal Communication Skills</li> </ul>	Chapter 4 <b>Assignment #4</b>
Oct. 8 <sup>th</sup>	<ul style="list-style-type: none"> <li>• <b>No class on the 8th</b></li> </ul>	<i>Work on Final Project</i>
Oct. 15 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Listening Skills</li> </ul>	Chapter 5 <b>Assignment #5</b>
Oct. 22 <sup>nd</sup>	<ul style="list-style-type: none"> <li>• Customer Service &amp; Behavior</li> </ul>	<b>Mid-Term</b> Chapter 6
Oct. 29 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Customer Service &amp; Behavior</li> <li>• Service Breakdown &amp; Service Recovery</li> </ul>	Chapter 6 / 7 <b>Assignment #6</b>
Nov. 5 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Service Breakdown &amp; Service Recovery</li> <li>• <i>Work on Final Project</i></li> </ul>	Chapter 7 <b>Assignment #7</b>
Nov. 12 <sup>th</sup>	<ul style="list-style-type: none"> <li>• <b>No class on the 12th</b></li> <li>• Customer Service in a Diverse World</li> </ul>	Chapter 8 <b>Assignment #8</b>
Nov. 19 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Customer Service via Technology</li> <li>• <i>Work on Final Project</i></li> </ul>	Chapter 9 <b>Assignment #9</b>
Nov. 26	<ul style="list-style-type: none"> <li>• Encouraging Customer Loyalty</li> </ul>	Chapter 10 <b>Assignment #10</b>
Dec. 3 <sup>rd</sup>	<ul style="list-style-type: none"> <li>• Student Presentations</li> </ul>	Final Project Due
Dec. 10 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Review</li> </ul>	All Chapters