



**DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION**

**COURSE OUTLINE – FALL 2015**

**BA 2710 EC - CUSTOMER SERVICE – 3(3-0-0) 45 HOURS**

**INSTRUCTOR:** Carolyn Vasileiou      **PHONE:** 780-539-2221  
**OFFICE:** C201      **E-MAIL:** cvasileiou@gprc.ab.ca

**OFFICE HOURS:** Distance course – please  
e-mail for assistance

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

**REQUIRED TEXT/RESOURCE MATERIALS:** Lucas, R. W. (2015). *Customer service: Skills for success* (6th ed.). New York, NY: McGraw-Hill Education.

**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:**

3(3-0-0) 45 hours

**DELIVERY MODE(S):**

Distance Education – Using the course textbook and supplementary materials posted on the GPRC Moodle learning site for the course, you will read, complete learning activities, take online tests, participate in discussion forums, and submit written assignments to learn the material for this course.

**COURSE OBJECTIVE:**

In this course, students will gain further knowledge about the customer service profession, what skills are required to create successful customer service interaction, and how they personally can build and maintain relationships.

## COURSE OUTCOMES:

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

- Identify and articulate the principles of excellent customer service.
- Create strategies for positive customer service interactions.
- Communicate more clearly and effectively in both oral and written formats.
- Recognize the importance of great customer service in all business relationships.

## 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:	25% - submitted throughout the semester.
Video Project	15% - Due date set by the instructor
Discussion Forums:	10% - submitted throughout the semester.
Quizzes:	20% - completed throughout the semester.
Secret Shopper project:	30% - Final project

## 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>
<b>Week 1</b>	<ul style="list-style-type: none"><li>The Customer Service Profession</li></ul>	Chapter 1
<b>Week 2</b>	<ul style="list-style-type: none"><li>Contributing to the Service Culture</li></ul>	Chapter 2
<b>Week 3</b>	<ul style="list-style-type: none"><li>Verbal Communication Skills</li></ul>	Chapter 3
<b>Week 4</b>	<ul style="list-style-type: none"><li>Nonverbal Communication Skills</li></ul>	Chapter 4
<b>Week 5</b>	<ul style="list-style-type: none"><li>Listening Skills</li></ul>	Chapter 5
<b>Week 6</b>	<ul style="list-style-type: none"><li>Customer Service &amp; Behavior</li></ul>	Chapter 6
<b>Week 7</b>	<ul style="list-style-type: none"><li>Customer Service &amp; Behavior</li></ul>	Handouts
<b>Week 8</b>	<ul style="list-style-type: none"><li>Service Breakdown &amp; Service Recovery</li></ul>	Chapter 7
<b>Week 9</b>	<ul style="list-style-type: none"><li>Customer Service in a Diverse World</li></ul>	Chapter 8
<b>Week 10</b>	<ul style="list-style-type: none"><li>Customer Service via Technology</li></ul>	Chapter 9
<b>Week 11</b>	<ul style="list-style-type: none"><li>Encouraging Customer Loyalty</li></ul>	Chapter 10
<b>Week 12</b>	<ul style="list-style-type: none"><li>Student Projects</li></ul>	Chapter 10
<b>Week 13</b>	<ul style="list-style-type: none"><li>Student Projects</li></ul>	<b>Final Project Due</b>

Updated August 28, 2015