

Grande Prairie Regional College

Department of Business Administration

**Customer Service
BA 2710 3 (3-0)**

Course Outline Fall 2003

- Instructor:** Marjorie Ferguson
- Office:** C301
- Telephone:** 539-2971
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- Office Hours:** 1:00 to 3:00 Mondays and Wednesday. Please make an appointment.
- Required Text:** Gronroos, Christian. Service Management Marketing. Wiley, John and Sons.

Course Description

This course prepares students to focus on customer service as a long-term initiative. Students will discover strategies to achieve effective customer service programs, paying particular attention to processes, technology, and people. An examination of a number of companies across several industries that exemplify the concepts of achieving breakthrough customer service will also be included.

Transferability

Check with receiving institution.

Course Objectives

The student will develop an understanding of the principles of customer service and relationship building and a positive philosophy of selling as determined by these principles. Another objective of this course is to develop an understanding of the roles of customer service in the over-all marketing/management framework and the fundamental strategies involved in delivering customer service.

Course Format

BA2710 consists of two 80 minute classes weekly. Preparatory readings will be mainly from the text, but will be supplemented by periodical literature and selected case studies. Instructional method will include lectures, media presentations, discussions, student presentation and group work.

Course Evaluation

The following components will determine your final grade:

Assignments (3)	30%
Class Participation	10%
Midterm Exam	25%
Final Exam	35%

Class Participation

Class participation will be assessed by attendance, evidence of completion of assigned readings, attention to task, and contribution to class discussion and activities. These behaviours will not only lead to a good class participation mark but will maximize the probability of success in the course.

Assignments

The assignment will be based on quest lecturers, research projects and field study. Detailed instructions will be distributed in class.

Grading System

The college is moving to an Alpha Grading system in order to be consistent with other centres of higher education in Alberta. The marks will range from an A+ for excellent performance to a F for failure. A detailed handout will be provided in class.

Class Schedule

A detailed tentative class schedule for BA 2710 will be distributed in class, subsequent to the arrival of our text.