

**.Grande Prairie Regional College**

**Department of Business Administration**

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

**Course Outline Fall 2004**

**Instructor:** Marjorie Ferguson

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**Office Hours:** 2:00 to 3:00 Mondays and Wednesday. Please make an appointment.

**Location and Times:** A213 on Mon and Wed at 10:00 – 11:20

**Required Text:** Peppers, Don and Martha Rogers. Managing Customer Relationships; A Strategic Framework. Wiley, John

**Course 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 and customer service and selling interrelate.

**Transferability**

Check with receiving institution.

**Course Objectives**

The student will develop an understanding of the methodology and particulars of managing customer relationships for competitive advantage. Students will understand that customers are at heart of the enterprise's marketing and sales efforts, product development, labour and resource allocation, long-term growth strategies and overall profitability directives and that in the competitive 21<sup>st</sup> century the focus for growing the company must be by deliberately and strategically growing the value of the customer base.

### **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)	40%
Class Participation	10%
Midterm Exam	20%
Final Exam	30%

### **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.