South Central College
MKT 1830 Customer Service

Course Outcome Summary

Course Information

Description
This course covers the importance of customer service and how the student can achieve effective customer service in a career in business. This course also covers the importance of quality management and how it relates to customer service.

Total Credits 3
Total Hours 3

Pre/Corequisites
None

Institutional Core Competencies

Civic Engagement and Social Responsibility - Students will be able to demonstrate the ability to engage in the social responsibilities expected of a community member.

Communication - Students will be able to demonstrate appropriate and effective interactions with others to achieve their personal, academic, and professional objectives.

Critical and Creative Thinking - Students will be able to demonstrate purposeful thinking with the goal of using a creative process for developing and building upon ideas and/or the goal of using a critical process for the analyzing and evaluating of ideas.

Cultural Competence - Students will be able to demonstrate an attitude of personal curiosity, a rising knowledge of cultures, and an evolving range of skills for living and working among others with other worldviews and ways of life.

Course Competencies

1. Examine the Profession of Customer Service
   Learning Objectives
   Define customer service
   Identify socioeconomic and demographic changes influencing customer service
   List components of a customer-focused environment
   Describe job responsibilities of a service provider
   Implement strategies that promote a positive service culture

2. Discuss Skills for Customer Service Success
   Learning Objectives
   Explore positive verbal communications
Explore nonverbal communications
Develop optimal listening skills
Interpret customer service and behaviors
Handle difficult customer encounters
Evaluate customer service in a diverse world
Evaluate customer service via technology

3. **Develop Self-help Skills in Customer Service**

   Learning Objectives
   Explore personal and time management techniques
   Identify stress management skills related to customer service

4. **Enhance Customer Relationships In Business**

   Learning Objectives
   Encourage customer loyalty through better relationships
   Identify ways to recover from poor customer service experiences

**SCC Accessibility Statement**

South Central College strives to make all learning experiences as accessible as possible. If you have a disability and need accommodations for access to this class, contact the Academic Support Center to request and discuss accommodations. North Mankato: Room B-132, (507) 389-7222; Faribault: Room A-116, (507) 332-7222.

Additional information and forms can be found at: [www.southcentral.edu/disability](http://www.southcentral.edu/disability)

This material can be made available in alternative formats by contacting the Academic Support Center at 507-389-7222.