



South Central College

## MKT 1830 Customer Service

### Course Outcome Summary

#### Course Information

<b>Description</b>	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.
<b>Total Credits</b>	3
<b>Total Hours</b>	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.