

COURSE SYLLABUS
MKT 162—CUSTOMER CONTACT SKILLS

SUMMER QUARTER 2009

COURSE LENGTH AND CREDIT: 60 contact hours, 6 credit hours

PREREQUISITE: MKT 161

CLASS MEETS: 8-9:50 a.m. Monday-Wednesday Room 131

INSTRUCTOR:

Ms. Jacqueline K. Copenny, Office 121L

Office Phone: 478-274-7855/HGTC 1-800-200-4464

E-mail: jcopenny@heartofgatech.edu

Office Hours: 2:00-3:00 p.m. on Tuesday-Thursday AND by appointment

REQUIRED TEXTS: CCSS—MKT 162 by Technical College System of Georgia, Quick Start®

REQUIRED SUPPLIES: Black or blue pen, pencil, and paper

Course Description:

This course provides the skills to create positive customer relations, communicate effectively with customers, and successfully assist customers and solve their problems in both telephone and face-to-face situations. Role-plays in simulated business situations provide training in managing difficult customers and serving the multicultural customer. Lecture, role-plays, and computer-based training (CBT) are utilized. Topics include: face-to-face customer service, critical thinking, introduction to computer based training, information sharing, telephone service skills, sales skills, managing difficult situations, and serving the multicultural customer.

<u>COMPETENCY AREAS</u>	<u>EVALUATION</u>	<u>CLASS HRS</u>
Customer Service: Face to Face	Role Play	6
Critical Thinking	Team Exercise and Test	2
Introduction to CBT (CBT)	Computer Exercises	2
Information Sharing (CBT)	Computer Exercises	4
Telephone Service Skills	Role Play	6
Sales Skills	Role Play	6
Customer Contact I (CBT)	Computer Exercises	4
Customer Contact II (CBT)	Computer Exercises	8
Sales (CBT)	Computer Exercises	8
Managing Difficult Situations	Role Play	8
Serving the Multicultural Customer	Test	4
Simulations and Assessment	Role Play	4

Course Requirements:

To complete MKT 162, you must meet the following requirements:

1. Maintain a proper business-like attitude.
2. Actively participate in class discussions and projects.
3. Complete and turn in all computer based training (CBT) assignments.
4. Maintain a minimum 70 percent overall grade average in the class.
5. Maintain a minimum 80 percent overall grade average in the program (MKT 161 through MKT 165) to qualify for certificate.

Work Habits/Attitude/Dress:

The student will be expected to maintain punctuality, display correct business-like attitude and conduct, maintain a neat appearance and keep an orderly work area. The student will also be expected to perform assigned activities.

Student Evaluation:

Student will be evaluated on the following:

1. Course Grade: 40% Written Exams and Computer/Team Exercises. 60% Role Plays.
Exams to be given next class after completion of section.
2. Work Ethics Grade: Attendance, Participation, and Cooperation
3. Numeric grades will be converted as follows:
A=90-100
B=80-89
C=70-79
D=60-69
F=0-59

Work Ethics:

Each student will be expected to attend class daily, maintain punctuality, display correct businesslike attitude and conduct, maintain a neat and orderly work area, perform assigned student-management tasks, and adhere to the rules established in the Student Handbook. Please refer to Work Ethics handout provided by instructor.

Materials Needed:

CCSS—MKT 162 by Technical College System of Georgia, Quick Start®
Blue or Black Pen, Pencil, and Paper

Facilities and Equipment:

Standard lab/classroom with proper tools and training aids including computers with the SCORE program loaded.

Instructional Techniques:

Lecture, team activities, and role plays will be used in reaching the course objectives. Supplemental instruction will be provided as needed.

Special Services:

Students with special needs, whether the needs are learning, physical, or other, are strongly encouraged to talk with the course instructor. The instructor can refer the student to the Special Needs Facilitator or can consult with the Special Needs Facilitator on behalf of the student. To ensure that students have every opportunity to succeed in their studies, other services such as tutoring and study skills are available. Students interested in these services should talk the instructor or department chairperson.

Non-Discrimination Statement: Heart of Georgia Technical College, (HGTC), does not discriminate on the basis of race, color, creed, national or ethnic origin, gender, religion, disability, age, political affiliation or belief, disabled veteran, veteran of the Vietnam Era, or citizenship status (except in those special circumstances permitted or mandated by law). This nondiscrimination policy encompasses the operation of all educational programs and activities including admissions policies, scholarship and other college-administered programs, including any Workforce Investment Act of 1998 (WIA) Title I-financed programs. It also encompasses the employment of personnel and contracting for goods and services. HGTC shall promote the realization of equal opportunity through a positive continuing program of specific practices designed to ensure the full realization of equal opportunity.

This policy of nondiscrimination is consistent with Title IX of the Educational Amendments of 1972, Title VI of the Civil Rights Act of 1964, Title VII of the Civil Rights Act of 1964, Executive Order 11246, the Equal Pay Act, the Age Discrimination in Employment Act, the Americans With Disabilities Act, Section 504 of the Rehabilitation Acts of 1973, Section 503 of the Rehabilitation Act of 1973, Section 402 of the Vietnam Era Veterans Readjustment Assistance Act of 1974, the Immigration Reform and Control Act of 1986, the Workforce Investment Act of 1998, and O.C.G.A. § 45-19-21 and other related state statutes.

The following individuals are the designated employees responsible for coordinating the College's efforts to implement this non-discriminatory policy and are located at 560 Pinehill Road, Dublin, GA 31021.

Title II (II-8.500) Americans with Disabilities Act of 1990; Section 504 of the Rehabilitation Act of 1973:

- **Designee for Students:** Special Needs Facilitator, (478) 274-7652
- **Designee for Employees:** Human Resources Specialist, (478) 274-7934

Title IX of the Education Amendments of 1972; Title VI of the Civil Rights Act of 1964:

- **Designee for Students:** Director of Career Services, (478) 274-7643
- **Designee for Employees:** Human Resources Specialist, (478) 274-7934

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