

Course Outline
MNGT. 159
Managing Customer Relations & Service
3 Credits

The Community College of Baltimore County

Description

Managing Customer Relations & Service

Prepares students to interact effectively with customers and to manage those who provide customer service; studies understanding customer behavior, implementing business policy, and maintaining good will.

Prerequisite: Mngt 101, or consent of instructor.

Overall Course Objectives

Upon completion of the course the student must be able to:

- A. Examine the nature and reactions of various customers.
- B. Assess customer behavior and select an appropriate course of action.
- C. Analyze the various factors motivating customers and their behavior.
- D. Differentiate customer requests while implementing company policy.
- E. Utilize management skills in applying company policy to numerous non-programmed decisions.
- F. Effectively implement alternative evaluation and reward systems for managing customer relations/service employees.

Major Topics

- A. Business Organizations as Social Institutions
- B. Stakeholder Diagnosis and Management
- C. Value-Added Service
- D. Effects of Competition
- E. Business Consumer Relations
- F. Consumer Behavior and Motivation
- G. Public Perceptions of Business
- H. Goodwill Management
- I. Ethics, Professionalism, and Success
- J. Oral Techniques for Customer Relations
- K. Written Techniques for Customer Relations
- L. Measuring Consumer Satisfaction
- M. Human Resource Management in Consumer Services

Course Requirements

- A. Weekly “quizzes”- brief checks to progressively gauge a student’s comprehension
- B. Class participation through role play and student presentations
- C. Journal of lecture/article summaries written by students each week during the semester
- D. Examinations- three exams spread throughout the semester, with the third exam being a comprehensive final

Other Aims of the Course

To provide students with an overall understanding of customer orientation and the management of companies implementing this policy.

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