



**Grande Prairie Regional College**

**BA 2710 Customer Service (3-0-0) – 45 Hours**

*January 2007 – April 2007*

*Course Requirements*

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<b>Instructor</b>	Keith Johnson, B.Ed., M.Ed.
<b>Contact</b>	780.539.2845 (office), 780.882.6269 (cell) Room C219 (Concourse level) <a href="mailto:kjohnson@gprc.ab.ca">kjohnson@gprc.ab.ca</a>
<b>Office Hours:</b>	<i>I am always available by appointment or simply by stopping by for a coffee!</i> Monday: 9:30 AM – 1:00 PM Wednesday: 9:30 AM – 1:00 PM <i>Other times available upon request.</i>
<b>Required Text:</b>	Peppers, Don & Rogers, Martha. <b><u>Managing Customer Relationships: A Strategic Framework.</u></b> Published by John Wiley and Sons, 2004

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**Prerequisite:** None.

**Course Description:** This course prepares students to focus on customer service. Topics include the understanding of 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, customer service and selling interrelate.

**University Transferability:** University of Lethbridge, Athabasca University, Royal Roads University, and Thompson Rivers University.  
*Check with the receiving university for confirmation.*

<b>Course Evaluation:</b>	Exams (4)	20%
	Participation and professionalism	10%
	Individual field study assignment	20%
	In-class Assignments	20%
	Readings and Chapter Review	20%
	Article Review and Presentation	10%

### **Exams**

Four equally weighted exams will be given throughout the semester covering the theory-based content of the course, articles and materials discussed in class, as well as handouts. Contributions of merit, made by your peers, is also potential examination material.

### **Article Review and Presentation**

This independent exploration of recent literature is intended to get you thinking about more contemporary issues in customer service as a result of our ever-changing global economy. Please select an article from a professional journal (we will discuss this) and have it approved by the instructor. This component will require you to read, critique and evaluate the article and discuss it with your peers in the assigned class period.

### **Participation and Professionalism**

The term “professionalism” is used, often, flippantly in modern society. It does, however, have some essential elements that are critical to success as the world becomes more complex.

The *dictionary* defines “professional” as someone “who engages in a particular pursuit, study, or science for gain or livelihood.” Amateur is defined, generally, as someone “who engages in a particular pursuit, study, or science as a pastime rather than as a profession.”

"Professionals are those who can do their job when they don't feel like it. Amateurs are those who can't do their job when they do feel like it. "You have to perform at a consistently higher level than others. That's the mark of a true professional. Professionalism has nothing to do with getting paid for your services." *Author: Unknown*

*Joe Paterno*, American college football coach "Professionalism is admirable but, lest hubris set in, let's remember that Professionals built the Titanic, Amateurs built the Ark."

### ***Other Aspects of Professionalism (as experienced by the Instructor)***

Projecting a positive image, first impressions, little things that count, punctuality, visual cues, understanding behaviors, developing empathy, mutual respect, building relationships, networking, communicating professionally, written etiquette (letter, papers, e-mail, assignments etc.), verbal etiquette (phone, meetings, one-on-one etc.), the words you choose, how you verbalize the words you choose, selling ideas, selling yourself, gaining confidence. *And the list goes on.....*

### **Individual Field Study Assignment**

This element is designed to bring theory and practice together. You will be required to select an entity (business) and a method of study. Detail of this assignment will be distributed in class in a timely fashion. Please begin to think of an area of interest for study.

### **In-Class Assignments**

Tasks administered, discussed and submitted during a class period. Clearly, attendance is mandatory in order for these to be counted in the grading process. It is impossible to make these types of assignments up as interaction and in-class discussion are integral to their implementation and success. These are **RANDOM** and unannounced as they occur intermittently and related to readings and discussion.

### **Reading and Chapter Review**

Please read the text thoroughly before coming to class each week. Each class will begin with a random discussion of questions from the readings. You will be asked to present your responses and these will be submitted for marking on a credit/non-credit basis. Credit/non-credit is related to effort expended in completed the assignment. Noble efforts will receive full credit; poor effort will receive no credit. A list of the readings is attached. These are referred to as **FOOD FOR THOUGHT** at the end of each chapter!

### **Course Caveat**

It is imperative to read all student related materials including, but not limited to, College Calendars, Handbooks, Mission, Values, Orientation materials, postings, e-mail etc. These documents are extremely important as the overall guiding principles of student life and acceptable behaviors and practice. Please ensure that you are made aware of all College-produced correspondence.

### **Course Format**

BA 2710 consists of 160 minutes of weekly instruction. Class times are Wednesday at 6:00 PM. As a result a great deal of material is complete in one sitting. It is imperative to ALWAYS attend. Class time will involve lecture, group discussions, group work, debate, individual reflection, examinations, guest speakers, community involvement, field study and presentations.

**Statement of Plagiarism**

The instructor reserves the right to use electronic plagiarism detection services. ***Please read the entire College Calendar for all Academic Policies and College procedures!***

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Weekly Schedule (*tentative*)  
January 2007 – April 2007

Readings and Discussion Material

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<u>Week #</u>	<u>Date</u>	<u>Topic</u>	<u>Text</u>
1	January 10	Principles of CR	1
	<b>Assignments:</b>	Food for Thought	
2	January 17	Customer Relations –Rationale	2
	<b>Assignments:</b>	Food for Thought	
3	January 24	Building Blocks of CR	3
	<b>Assignments:</b>	Food for Thought Exam #1	
4	January 31	Identifying Customers	4
	<b>Assignments:</b>	Food for Thought	
5	February 7	Customer Differentiation	5
	<b>Assignments:</b>	Food for Thought Article Reviews and Presentations (3)	
6	February 14	Customer Needs	6
	<b>Assignments:</b>	Food for Thought Exam #2	
7	February 21	Reading Week – No classes	

<u>Week #</u>	<u>Date</u>	<u>Topic</u>	<u>Text</u>
8	February 28	Customer Collaboration	7
	<b>Assignments:</b>	Food for Thought	
9	March 7	Tools of Interactivity	8
	<b>Assignments:</b>	Food for Thought Article Reviews and Presentations (3)	
10	March 14	Privacy and Feedback	9
	<b>Assignments:</b>	Food for Thought Exam #3	
11	March 21	Mass customization	10
	<b>Assignments:</b>	Food for Thought	
12	March 28	Measuring success	11
	<b>Assignments:</b>	Food for Thought Article Reviews and Presentations	
13	April 4	Customer Analytics	12
		Profitability	13
	<b>Assignments:</b>	Food for Thought Exam #4	
14	April 11	Profitable Customer Strategies	14
		Delivery Channels	15
	<b>Assignments:</b>	Food for Thought Individual Field Study	
15	April 18	Final Exam Week	