



Course Description

MKA1161 | Introduction to Customer Service | 3.00 credits

A survey course which examines the attitudinal, behavioral and procedural basics which are common across all customer service sectors. An extensive vocabulary of customer service terms will be developed and students will understand their practical application in today's business environment.

Course Competencies:

Competency 1: The student will demonstrate basic knowledge of the customer service profession by:

1. Defining a service culture
2. Describing the customer service environment
3. Applying societal factors, consumer behavioral shifts, and the growth of the service sector affect customer service
4. Demonstrating how to establish a service strategy and how to promote a positive service culture

Competency 2: The student will demonstrate knowledge of skills needed for successful customer service by:

1. Analyzing the importance of and methods for achieving effective communication
2. Explaining strategies on how to deal assertively with customers
3. Explaining the differences between assertive versus aggressive service
4. Describing nonverbal communication as well as the role and impact it has on communication
5. Applying the importance of and how to achieve practical listening skills

Competency 3: The student will demonstrate knowledge of building and maintaining relationships by:

1. Describing behavioral styles and how to work with them
2. Demonstrating how service breakdowns and how to avoid and solve problems when they occur
3. Explaining the impact that diversity has on customer service
4. Describing the role of technology in customer service including etiquette and strategies
5. Explaining ways to encourage customer loyalty

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Demonstrate knowledge of diverse cultures, including global and historical perspectives
- Create strategies that can be used to fulfill personal, civic, and social responsibilities
- Use computer and emerging technologies effectively