

# Customer Service (HR)

MKTG 1010

## Instructor Information

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**Phone:**

**Email:**

**Office Location:**

**Office Hours**

## Course Description

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MKTG 1010 This course covers the basic service skills in business for both internal and external customers. It also discusses conflict management, stress, professionalism, time management, and telephone usage. Course may be taught with a Service-Learning component.

Semester: All

## Course Student Learning Outcomes

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- ♦ Demonstrate the broad scope of activities that comprise customer service.
- ♦ Implement techniques to deal with dissatisfied customers.
- ♦ Collaborate and facilitate a customer service training plan.
- ♦ Identify the causes of customer turnoffs and design solutions that address the problem(s).

- ♦ Collaborate and facilitate a customer service training plan.
- ♦ Predict technological trends and illustrate potential solutions.

## Communication Plan

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Example language:

- ♦ I will respond to email within 48 hours I will offer feedback on major assignments within seven days. The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.
- ♦ In this course I will be posting interactive announcements which will offer specific opportunities for class questions and extra credit every other week.
- ♦ Additionally, I will be participating in the discussion forums with you to share my perspective within the discipline and to offer some nuances of interpretation that may not be present in your textbook.
- ♦ Lastly, we'll be holding small group Q & A sessions, where we can learn from our peers (and faculty) on some of the more difficult units within the course.

## General Education Information

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HR

Your General Education ePortfolio tells your SLCC learning story. Your ePortfolio enables you to introduce yourself to your professors, showcase your learning, and reflect on how your courses connect to each other, your life, goals, and community. The ePortfolio is intended to help you communicate with professors about how you learn, what you are taking away from your experience, and what supported your learning in their class. Professors can use your ePortfolio to get to know you before class and use your reflections and signature assignments to continuously improve their teaching.

Your General Education ePortfolio will also help you weave together the concepts you learn across all General Education courses. To do this, each General Education course you take at the college will ask you to demonstrate your engagement with the General Education learning outcomes by designing a course-specific ePortfolio page that

includes a Signature Assignment and reflection. When you finish your time at SLCC, your ePortfolio should provide a multi-media showcase of your educational experience and tell the story of your learning growth while at SLCC. You can create a SharePoint ePortfolio by completing the [Consent Form](#). Visit the [ePortfolio help site](#) to learn more.

SLCC allows students to use any ePortfolio platform of their choosing. We recommend SharePoint for work you want to keep private, like your Gen Ed learning portfolio. We recommend Google Sites for content you would want to make public, like a professional or program portfolio.

In order for us to learn from your ePortfolio and provide effective support, your ePortfolio must be connected to your MySLCC account. If you create your portfolio in SharePoint the link will automatically be added within 24 hours of creating your portfolio. If you are using an external site, like Google, you will have to manually add the link.

To make sure your portfolio is accessible in MySLCC:

1. Click here to access your ePortfolio links. If the link is already there, make sure it is correct.
2. If it is not there or needs to be updated, click "Submit" under "General Education ePortfolio."
3. If there is no link, Copy the URL for your ePortfolio Welcome page from the web browser and paste the copied link into the submission box.
4. Click "Save."
5. Finally, confirm that your ePortfolio Welcome page was submitted correctly by clicking on the link that now appears in the General Education ePortfolio box.

If you would like virtual or in-person help with your ePortfolio please sign up for an ePortfolio appointment [here](#).

## Brief Description of Assignments/Exams

In this course, you will grow an AirBnb to a full hotel chain through customer service and technology.

There are two certificates you will earn in this course: Inbound Marketing and Hubspot Sales Software Certification. These certifications should be added to your resumes and ePortfolios to help you stay competitive in the Customer Service Industry.

Pay close attention to the modules as each module contains an assignment you will utilize in your final project.

## Assignment Schedule

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Due Date	Assignment Name	Assignment Type	Points
	<a href="#">CSR Strategy</a>	Discussion	0
	<a href="#">End of Course Survey</a>	Quiz	15
	<a href="#">Grade Booster</a>	Assignment	0
	<a href="#">Module 12: Holacracy Discussion</a>	Discussion	0
	<a href="#">Video Introduction</a>	Discussion	0
	<a href="#">What questions do you have? (Optional)</a>	Discussion	0
8/25	<a href="#">Beginning Course Survey</a>	Quiz	8
8/25	<a href="#">Intro Video Discussion</a>	Discussion	8
8/25	<a href="#">Orientation Quiz</a>	Quiz	13
8/25	<a href="#">Practice Submitting Assignments</a>	Assignment	5
9/1	<a href="#">Module 1: Customer Service and Customer Experience Strategy</a>	Assignment	25

Due Date	Assignment Name	Assignment Type	Points
9/1	<a href="#">Module 1: Difference between Customer Experience and Customer Service</a>	Discussion	15
9/1	<a href="#">Module 1: Knowledge Check</a>	Quiz	8
9/8	<a href="#">Module 2: Knowledge Check</a>	Quiz	10
9/8	<a href="#">Module 2: Social Media Activity</a>	Assignment	25
9/8	<a href="#">Module 2: United Case Study - United Breaks Guitars</a>	Discussion	15
9/15	<a href="#">Module 3: Discussion Fyre Festival</a>	Discussion	15
9/15	<a href="#">Module 3: Knowledge Check</a>	Quiz	8
9/15	<a href="#">Module 3: Vacation Package Activity</a>	Assignment	25
9/22	<a href="#">Module 4: Knowledge Check</a>	Quiz	10
9/22	<a href="#">Module 4: Video Activity - Role Play and Record</a>	Assignment	25
9/29	<a href="#">Module 5: Knowledge Check</a>	Quiz	10
9/29	<a href="#">Module 5: Recorded Telephone Role Play</a>	Assignment	25

Due Date	Assignment Name	Assignment Type	Points
9/29	<a href="#">Module 5: Voice Analysis Debate</a>	Discussion	15
10/6	<a href="#">Module 6: Case study - Zappos</a>	Discussion	15
10/6	<a href="#">Module 6: Future Problem-Solving Activity</a>	Assignment	25
10/6	<a href="#">Module 6: Knowledge Check</a>	Quiz	8
10/13	<a href="#">Module 7: Case Study Cell Phones</a>	Discussion	15
10/13	<a href="#">Module 7: Knowledge Check</a>	Quiz	6
10/13	<a href="#">Module 7: Timed Response Activity</a>	Assignment	25
10/20	<a href="#">Module 8: Discussion AR</a>	Discussion	15
10/20	<a href="#">Module 8: Knowledge Check</a>	Quiz	8
10/20	<a href="#">Module 8: Technology Strategy</a>	Assignment	25
10/27	<a href="#">Module 9: Knowledge Check</a>	Quiz	6
10/27	<a href="#">Module 9: Robots and Automation in the Job Market</a>	Discussion	15

Due Date	Assignment Name	Assignment Type	Points
11/3	<a href="#">Module 10: CRM Software Systems: Contrast and Compare</a>	Discussion	15
11/10	<a href="#">Module 10: Knowledge Check</a>	Quiz	12
11/10	<a href="#">Module 11: Knowledge Check</a>	Quiz	6
11/10	<a href="#">Module 11: Loyalty Programs Discussion</a>	Discussion	15
11/17	<a href="#">Module 11: Loyalty Program, Group Activity</a>	Assignment	25
11/17	<a href="#">Module 12: Knowledge Check</a>	Quiz	8
11/24	<a href="#">Module 10: HubSpot Sales Software (CRM) Certification</a>	Assignment	150
12/8	<a href="#">ePortfolio</a>	Assignment	50
12/8	<a href="#">Hubspot Inbound Marketing Certification</a>	Assignment	150
12/8	<a href="#">Module 13: Final Presentation</a>	Assignment	150

## Grading Scale

A 95-100 %

A- 90-94 %

B+ 87-89%

B 84-86%

B- 80-83%

C+ 77-79%

C 74-76%

C- 70-73%

D+ 67-69%

D 64-66%

D- 60-63%

## How to Navigate to Canvas

## Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

You can access the document by clicking on the following link:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>

## Learning Support and Tutoring Services



We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, please visit the Institutional Syllabus under the Tutoring and Learning Support tab: <https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

## Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, please visit the Institutional Syllabus under the Advising and Counseling Support Services tab: <https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

## Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)