

Customer Service (HR)

MKTG - 1010 401

Course Description

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

About the Professor

After Graduating with a degree in Advertising and Marketing Communications, Ahmad Kareh founded [Twistlab Marketing](#), a Utah top 20 Ad Agency and Utah Top Workplace. 16 years later, Kareh returned to school as a professor. Currently, Kareh is a member of the Forbes Agency Council, a Board Member for the Emerald Project, a tenure-track professor at Salt Lake Community College, and a part-time professor at BYU and USU. Kareh's passion for teaching has helped him gain national recognition including ACBSP's National Teaching Excellence Award. He has also played an integral role in establishing multiple start-ups in the Middle East and North America. In addition to his entrepreneurial pursuits, Kareh has assisted multi-national companies in developing their businesses by performing in key positions including Director of International Sales and Marketing for Nutraceutical Corporation.

Kareh was born in Amman, Jordan, where his active involvement in team sports and other extracurricular activities enabled him to interact with people from culturally diverse backgrounds. These interactions are where he first developed his interest in human behavior, communications, marketing, and advertising. This passion has propelled Kareh toward continuing his education. Since graduating from BYU, Kareh earned a certificate in

Web and Print Design from the University of Utah, a certificate in Adult Education from UC Berkeley, an MBA from Utah State University, and a Master of Liberal Arts in the Field of Management from Harvard University.

Course Student Learning Outcomes

- 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.

Engagement Plan

Example language:

- I will respond to email within 48hours I will offer feedback on major assignments within 1 week. 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

HR

This course fulfills the above requirement for the General Education Program at Salt Lake Community College. It is designed not only to teach the information and skills required by the discipline, but also to develop vital workplace skills and to teach strategies and skills that can be used for life-long learning.

General Education courses teach basic skills as well as broaden a student's knowledge of a wide range of subjects. Education is much more than the acquisition of facts; it is being able to use information in meaningful ways in order to enrich one's life.

While the subject of each course is important and useful, we become truly educated through making connections of such varied information with the different methods of organizing human experience that are practiced by different disciplines. Therefore, this course, when combined with other General Education courses, will enable you to develop broader perspectives and deeper understandings of your community and the world, as well as challenge previously held assumptions about the world and its inhabitants.

Brief Description of Assignments/Exams

This course covers the basic service skills needed in business. Some concepts covered in this course include management of conflict, stress, professionalism, time management, and telephone usage. This course also deals with internal and external customer service concepts.

SLCC is committed to fostering and assessing the following student learning outcomes in its programs and courses:

1. Acquire substantive knowledge
2. Communicate effectively
3. Develop quantitative literacies
4. Think critically
5. Develop the knowledge and skills to be civically engaged

MKTG 1010 LEARNING OUTCOMES

During the semester, students will:

1. Demonstrate the broad scope of activities that comprise customer service.

2. Recognize the critical impact of good and bad customer service on the success of a business.
3. Recognize customer turnoffs, determine the cause(s), and create solutions that address the problem(s).
4. Identify and demonstrate techniques to effectively deal with dissatisfied customers.
5. Apply winning telephone techniques.
6. Identify methods to get others to give great service.
7. Participate in and experience team dynamics and discuss the effective and challenging situations that arise in customer service.

ASSIGNMENTS

MUST BE SUBMITTED THROUGH CANVAS. Use the MODULE view to check your deadlines and stay on track

CERTIFICATION TESTS

There are three certification tests due throughout the semester. Students are to submit a screenshot of their completed certification for test credit. The certifications are as follows: HubSpot CRM Certification, and HubSpot Inbound Marketing Certification

GROUP TERM PROJECT

Students will complete a group term project. Teams for the project will be assigned by your instructor and a Canvas group will be created for your team. It is up to you to coordinate with your team through Canvas and/or in-person to organize, plan, and complete the project. If you do not contribute to the project, or if you do not complete your assigned portion of the project, you will not receive the team grade. Students will be graded by the instructor on the written project and by peer evaluation for team participation.

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
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Due Date	Assignment Name	Assignment Type	Points
	Introduce Yourself	Discussion	0
	Introduce Yourself	Discussion	0
	Introduce Yourself	Discussion	0
	Introduce Yourself	Discussion	0
	Introduce Yourself	Discussion	0
9/1/25	Beginning Course Survey	Quiz	8
9/1/25	Orientation Quiz	Quiz	13
9/1/25	Practice Submitting Assignments	Assignment	5
9/8/25	Module 1: Customer Service and Customer Experience Strategy	Assignment	25
9/8/25	Module 1: Knowledge Check	Quiz	8
9/15/25	Module 2: Knowledge Check	Quiz	10
9/15/25	Module 2: Social Media Activity	Assignment	25
9/22/25	Module 3: Knowledge Check	Quiz	8
9/22/25	Module 3: Vacation Package Activity	Assignment	25
9/29/25	Module 4: Knowledge Check	Quiz	10

Due Date	Assignment Name	Assignment Type	Points
9/29/25	Module 4: Video Activity - Role Play and Record	Assignment	25
10/6/25	Module 5: Knowledge Check	Quiz	10
10/6/25	Module 5: Recorded Telephone Role Play	Assignment	25
10/13/25	Module 6: Future Problem-Solving Activity	Assignment	25
10/13/25	Module 6: Knowledge Check	Quiz	8
10/20/25	Module 7: Knowledge Check	Quiz	6
10/20/25	Module 7: Timed Response Activity	Assignment	25
10/27/25	Module 8: Knowledge Check	Quiz	8
10/27/25	Module 8: Technology Strategy	Assignment	25
11/3/25	Module 9: Knowledge Check	Quiz	6
11/10/25	Module 10: HubSpot Sales Software (CRM) Certification	Assignment	150
11/10/25	Module 10: Knowledge Check	Quiz	12
11/17/25	Module 11: Knowledge Check	Quiz	6

Due Date	Assignment Name	Assignment Type	Points
11/17/25	Module 11: Loyalty Program, Group Activity	Assignment	25
11/24/25	Module 12: Knowledge Check	Quiz	8
12/8/25	End of Course Survey	Quiz	15
12/8/25	Module 13: Final Presentation	Assignment	150
12/10/25	Hubspot Inbound Marketing Certification	Assignment	150

Grading Scale

All class projects, activities, and assignments are assigned points. The following is the breakdown of how your coursework is weighted:

Assignments: 20%

Quizzes: 20%

Service Learning Project: 10%

Certifications: 25%

Final Project: 25%

Final grades are based upon the earned percentage as shown in the grading scale below:

GRADING SCALE

95% = A 75% = C

90% = A- 70% = C-

87% = B+ 69% = D+

84% = B 65% = D

80% = B- 60% = D-

78% = C+ Below 60% = E

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.

For more information, navigate to the Institutional Policies tab on the [Institutional Syllabus](#) page.

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, visit the [Institutional Syllabus](#) page under the Tutoring and Learning Support tab. 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, visit the [Institutional Syllabus](#) page under the Advising and Counseling Support Services tab. 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](#)

Additional Policies

1. You are responsible for everything distributed via the MKTG 1010 Canvas or via e-mail from your instructor. CHECK E-MAIL and the class Canvas page FREQUENTLY!
2. All written assignments must be presented in a professional manner. Points are deducted from papers that contain errors in spelling, grammar, format, etc.
3. Due dates for all assignments must be met, to receive maximum points. Late assignments may lose up to 50% of the total possible points. You are encouraged to turn assignments in early since being able to meet deadlines is an important habit to establish early in your career. Some assignments will receive 50% if turned in late. Discussions and Major Projects, however, may not be turned in late.
4. The professor reserves the right to adjust the class schedule.