

FLORIDA STATE COLLEGE AT JACKSONVILLE

COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER: MAN 4162

COURSE TITLE: Customer Relations for Managers

PREREQUISITE(S): None

COREQUISITE(S): None

STUDENT ADVISING NOTES: Junior Level Status

CREDIT HOURS: 3

CONTACT HOURS/WEEK: 3

CONTACT HOUR BREAKDOWN:

 Lecture/Discussion: 3

 Laboratory:

 Other:

FACULTY WORKLOAD POINTS: 3

STANDARDIZED CLASS SIZE ALLOCATION: 30

CATALOG COURSE DESCRIPTION: This course focuses on relationship building for all customers of an organization. The impact of culture and diversity on business relationships, successful negotiation strategies, and promotion of the organization through media relations are discussed.

SUGGESTED TEXT(S): Customer Service Skills for Success, 4th Edition, Robert W. Lucas

IMPLEMENTATION DATE: Fall Term, 2008 (20091) Proposal 2008-16

REVIEW OR MODIFICATION DATE:

COURSE TOPICS	CONTACT HOURS <u>PER TOPIC</u>
I. The Customer Service Profession	6
A. Societal Factors Affecting Customer Service	
B. Shifts in Consumer Behavior	
C. Customer Service Environment	
II. Developing a Service Culture	9
A. Defining and Establishing a Service Strategy	
B. Customer-Friendly Systems	
C. Defining Customer Wants	
D. Strategies for Promoting a Positive Service Culture	
III. Verbal Communication Skills	9
A. The Importance of Effective Communication	
B. Ensuring Two-Way Communication (interpersonal communication)	
C. Communicating Positively	
D. Communicating through the Media	
IV. Nonverbal Communication Skills	9
A. Nonverbal Behavior	
B. The Role of Gender in Nonverbal Behavior	
C. Cultural Impact on Nonverbal Behavior	
D. Strategies to Improve Nonverbal Behavior	
V. Building and Maintaining Relationships	9
A. Customer Service, Service Breakdowns and Recovery	
B. Customer Service in a Diverse World	
C. Customer Negotiation Skills	
D. Building Customer Loyalty	
VI. Case Project	3



NOTE: Use either the Tab key or mouse click to move from field to field. The box will expand to accommodate your entry.

Section 1	
COURSE PREFIX AND NUMBER: MAN 4162	SEMESTER CREDIT HOURS (CC): 3 CONTACT HOURS (NCC):
COURSE TITLE: Customer Relations for Managers	

Section 2

TYPE OF COURSE: (Click on the box to check all that apply)

<input type="checkbox"/> AA Elective	<input type="checkbox"/> AS Required Professional Course	<input type="checkbox"/> College Prep
<input type="checkbox"/> AS Professional Elective	<input type="checkbox"/> AAS Required Professional Course	<input type="checkbox"/> Technical Certificate
<input checked="" type="checkbox"/> Other BAS	<input type="checkbox"/> PSAV	<input type="checkbox"/> Apprenticeship
<input type="checkbox"/> General Education: (For General Education courses, you must also complete Section 3 and Section 7)		

Section 3 (If applicable)

INDICATE BELOW THE DISCIPLINE AREA FOR GENERAL EDUCATION COURSES:

<input type="checkbox"/> Communications	<input type="checkbox"/> Social & Behavioral Sciences	<input type="checkbox"/> Mathematics
<input type="checkbox"/> Natural Sciences	<input type="checkbox"/> Humanities	

Section 4

INTELLECTUAL COMPETENCIES:

<input checked="" type="checkbox"/> Reading	<input checked="" type="checkbox"/> Speaking	<input type="checkbox"/> Critical Analysis	<input type="checkbox"/> Quantitative Skills	<input type="checkbox"/> Scientific Method of Inquiry
<input checked="" type="checkbox"/> Writing	<input checked="" type="checkbox"/> Listening	<input type="checkbox"/> Information Literacy	<input checked="" type="checkbox"/> Ethical Judgment	<input type="checkbox"/> Working Collaboratively

Section 5		
LEARNING OUTCOMES		METHOD OF ASSESSMENT
•	Understanding the customer service environment	Assessments through tests, presentations or projects
•	Identifying and understanding the internal and external demands on business for cultural and ethnic diversity in building the customer relationship	Assessments through tests, presentations or projects
•	Recognizing and applying negotiation and promotional strategy in a diverse business environment	Assessments through tests, presentations or projects
•	Understanding the proper use of media	Assessments through tests, presentations or projects
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Section 6

Name of Person Completing This Form: Jon Lyon Date: March 5, 2007