

SYLLABUS
PART I
EDISON STATE COMMUNITY COLLEGE
MKT 218S CUSTOMER SERVICE
3 CREDIT HOURS

COURSE DESCRIPTION

Comprehensive study of the principles and practices of customer service including determining customer expectations, providing quality service, applying communication and problem-solving strategies, empowering service providers, and researching customer satisfaction. Emphasis is placed on leadership, technology applications, ethical considerations, and respect for customers with varying needs and expectations. Students will strengthen service skills through case studies, role-play simulations, and applied projects.

COURSE GOALS

The student will be able to:

Bloom's Level		Program Outcomes
2	1. Define the principles of outstanding customer service and explain their importance in organizational success.	1, 3, 5, 10
3	2. Apply communication and problem-solving techniques to varied customer scenarios	1, 2, 3, 4
4	3. Validate the importance of empowerment and motivation in customer service roles.	2, 5
5	4. Analyze service failures and propose corrective strategies.	4, 9
6	5. Evaluate leadership styles and their impact on customer service outcomes.	2, 5, 10
5	6. Design a customer service improvement strategy tailored to a workplace environment.	4, 7, 9
6	7. Access customer retention strategies using satisfaction metrics and technology tools.	3, 7, 10
8	8. Articulate the value of respecting customers with differing needs, expectations, and backgrounds.	2, 6

CORE VALUES

The Core Values are a set of principles that guide in creating educational programs and environments at Edison State Community College. They include communication, ethics, critical thinking, human diversity, inquiry/respect for learning, and interpersonal skills/teamwork. The goals, objectives, and activities in this course will introduce/reinforce these Core Values whenever appropriate.

TOPIC OUTLINE

1. Customer Service Expectations, Strategies, and Challenges
2. Communications in Customer Service (Verbal, Non-verbal, Digital, and Serving Customers with Varying Needs)
3. Problem Solving and Conflict Resolution in Customer Service
4. Importance of Empowerment and Motivation of Customer Service Providers
5. Challenging Customers (Emotional Intelligence, Stress Management, De-escalation Strategies)
6. Leadership in Customer Service Organizations
7. Customer Retention and Measurement of Satisfaction (Surveys, Net Promoter Score, CRM Analytics, Service Recovery)

8. Technology in Customer Service (CRM Systems, AI Chatbots, Omnichannel Service, Ethical Considerations)
9. Applied Project Work: Case Studies, Role-play Simulations, and Workplace Service Improvement Exercises