Administrative Master Syllabus

Course Information

Course Title	Customer Relationship Management
Course Prefix, Num. and Title	MRKG 1301 Customer Relationship Management
Division	Technology & Business
Department	Business Office Technology
Course Type	WECM Course
Course Catalog Description	General principles of customer relationship management including skills, knowledge, attitudes, and behaviors.
Pre-Requisites	None
Co-Requisites	None

Semester Credit Hours

Total Semester Credit Hours (SCH): Lecture Hours: Lab/Other Hours	3:3:0
Equated Pay Hours	3
Lab/Other Hours Breakdown: Lab Hours	0
Lab/Other Hours Breakdown: Clinical Hours	0
Lab/Other Hours Breakdown: Practicum Hours	0
Other Hours Breakdown	0

Approval Signatures

Title	Signature	Date
Prepared by:		
Department Head:		
Division Chair:		
Dean/VPI:		
Approved by CIR:		

Additional Course Information

Topical Outline: Each offering of this course must include the following topics (be sure to include information regarding lab, practicum, and clinical or other non-lecture instruction).

This course provides students with the basic concepts and current trends in the customer service industry. Special areas of emphasis include problem solving, development of a customer service strategy, creating customer service systems, coping with challenging customers, customer retention, and measuring satisfaction.

Course Learning Outcomes:

Learning Outcomes – Upon successful completion of this course, students will:

Examine internal and external customer relationship management (CRM) strategies.

Methods of Assessment:

Homework and Daily work
Exams
Final

Required text(s), optional text(s) and/or materials to be supplied by the student:

The most recent edition of Customer Service: A Practical Approach by Elaine Harris. Pearson.

Suggested Course Maximum:

35

List any specific or physical requirements beyond a typical classroom required to teach the course.

None

Course Requirements/Grading System: Describe any course specific requirements such as research papers or reading assignments and the generalized grading format for the course.

50% Homework, interview and assignments
30-40% Exams
10-20% Final Exam
The following grading scale will be used to determine grades for the class.
 If your score is Your grade is
 90% up to 100%   A
 80% up to 89%   B
 70% up to 79%   C
 60% up to 69%   D
 59% or below   F

Curriculum Checklist:

☐**Administrative General Education Course** (from ACGM, but not in WCJC Core) – No additional documents needed.

☐**Administrative WCJC Core Course**. Attach the Core Curriculum Review Forms

    ☐Critical Thinking

    ☐Communication

    ☐Empirical & Quantitative Skills

☐Teamwork

☐Social Responsibility

☐Personal Responsibility

☒**WECM Course** -If needed, revise the Program SCANS Matrix and Competencies Checklist