

**Date:** March 2006

**I. Course Name:** Special Topics in Business  
**Prefix and Number:** BUS 236  
**Credit Hours and Contact Hours:** 3 credit hours – 3 contact hours  
**Course Description:**

This course is designed to select and analyze current topics associated with the field of Marketing. Topics may include Marketing Research, Customer Service, Consumer Behavior, Careers in Marketing, Customer Relationship Management, Visual Merchandising, Marketing Communications and Current events. The content of this course will vary from semester to semester.

## **II. Course Outcomes and Objectives**

### **Student Learning Outcomes**

Upon successful completion of this course, the student will be expected to understand:

what customer service is.

the cost of losing a customer.

techniques for exceeding customer expectations.

barriers to excellent customer service.

keys to credibility.

new trends in customer service.

the importance of follow-up in problem solving.

how to confront conflict.

market segmentation.

the importance of time management.

empowerment.

Co-production of customer service.

the power of eye contact.

characteristics of challenging customers.

self-concept and motivation.

the power of self-motivation.

characteristics of excellent leaders.

leadership without position.

the value of customer retention.

### **Course Objective**

The major purpose of this course is to develop a student's understanding of the importance of Customer Service in Retail operations and to provide students with actual case study information, so as to provide a forum for group discussion of these cases as they relate to retailing and marketing issues.

### **Relationship to Academic Programs and Curriculum:**

This course is required for students in the A.A.S. – Retail Business Management degree program and the Retailing certificate program.

**College Competencies Addressed:**

Writing	Reading
Problem Solving	Ethics/Values
Citizenship	Professional Development
Computer Literacy	Information Resources

**III. Methods of Instruction**

**Types of Course Materials:**

**Bibliography**

**Required Readings**

**Method of Instruction**

This course is taught lecture and discussion of assigned reading materials. Group exercises, special projects, case studies and audio-visual programs are also used.

**Assessment Measures:**

Group discussion  
Grading of assignments  
Classroom presentations  
Preparation of term paper

**Method of Evaluation:**

Attendance and Class Participation  
Homework  
Term Paper

**IV. General Outline of Topics Covered**

What is Customer Service?  
The Challenges of Customer Service  
Problem Solving  
Strategy and Formulating a Plan for success  
Empowerment  
Communication in Customer Service  
Coping with Challenging Customers  
Motivation  
Leadership in Customer Service  
Customer Retention and Measurement of Satisfaction  
Delivering Customer Service to the Changing Marketplace  
Excellence in Customer Service