General Information

Date
March 30th, 2018

Author
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Department
Business

Course Prefix
BUS

Course Number
236

Course Title
Special Topics in Business

Course Information

Credit Hours
3

Lecture Contact Hours
3

Lab Contact Hours
0

Other Contact Hours
0

Catalog Description
This course is designed to treat a selected topic associated with the marketing field. Course content and instructor vary from semester to semester. Topics may include: Customer Service, Consumer Behavior, Human Relations, Credit Management, and Visual Merchandising

Key Assessment
This course does not contain a Key Assessment for any programs

Prerequisites
None

Co-requisites

Grading Scheme
Letter

First Year Experience/Capstone Designation

This course DOES NOT satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed category
None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

- Perseverance
- Interconnectedness

Course Learning Outcomes

1. Develop techniques for exceeding customer expectations
2. Articulate keys to credibility
3. Demonstrate the importance of follow-up in problem solving
4. Mediate conflict

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