American Public University System

The Ultimate Advantage is an Educated Mind

School of Business
RTMG200
Customer Relations
3 Credit Hours
8 Weeks
Prerequisite: N/A

Please see the **Lessons** area in the classroom for additional course specific information

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Course Description (Catalog)

Customer Relations (3 hours) Students will receive an introduction to customer relations principles including the concepts and practices for delighting customers in ways that lead to effective customer satisfaction. Students will be introduced to the basics of customer relations functions, describe ideal characteristics of good customer relations, and apply them to individuals in both small and large retail organizations. Customer relations is the front line interface between an organization and its constituents. How customers are greeted and treated can influence decisions to do business with a particular retail enterprise. Effective customer relations strategies include effective listening, oral and written communication, analytical and problem solving skills and teamwork based on the organization's commitment to meet customer needs while making customers feel welcome and valued. Customer service in this class is focused on applications and recognition of professional skills and culture required in a retail environment to provide outstanding customer service.

Course Scope

This course is divided into eight weeks and is designed to give the student an overview of customer relations. Students will use the World Wide Web, the University's online library, and various other sources to research topics related to the material discussed and covered in the textbook. Using journal articles and Web sites are an integral part of the weekly discussion.

Course Materials

Required Course Textbooks

Lucas, R.W. (2012). *Customer service – Skills for success.* 5th Ed. New York, NY: McGraw-Hill.

Course text is available via VITALSOURCE.

Validate your carts with EdMap and you will receive instructions on how to access the e-book. There is no link to provide in the classroom.

Information on the new bookstore and other helpful information, including a video on how to validate carts, is available here: http://apus.campusguides.com/bookstore

Required Readings

See Lessons area for additional reading requirements.

Additional Resources

See Lessons area for additional resources.

Course Objectives

After successfully completing this course, you will be able to

1. Analyze the ideal characteristics of ideal customer relations as applied to individuals in both small/large organizations
2. Summarize the importance of Customer Relations when viewing organizational goals and professional skills required of Retail employees.
3. Explain the impact that poor Customer Relations can have on a company's reputation and its impact on the organization.
4. Describe the various methods or approaches to Customer Relations
5. Analyze how proper Customer Relations tenets can be applied to managing conflict in the Retail Environment.
6. Differentiate between verbal and nonverbal communication and listening skills and their importance in customer relations.
7. Implement problem solving techniques and processes into Customer Relations situations.
8. Distinguish methods to obtain involvement from others for quality Customer Relations techniques.

Course Outline

Week	Topic	Learning Objectives	Readings	Assignment

1	**Customer Service Profession**	**1,3**	Chapter 1 (Lucas),	Introduction Forum Week 1 Forum
2	**Contributing to Service Culture** **Verbal Communication Skills**	**1,2,3**	Chapter 2 & 3 Lucas,	**Assignment 1:** Verbal Comm. Skills Week 2 Forum
3	**Non-Verbal Communication Skills** **Listening to the Customer**	**1,4,5,6**	Chapter 4 & 5 (Lucas)	Week 3 Forum **Assignment 2:** Midterm Project
4	**Customer Service and Behavior**	**3,4,6,7**	Chapter 6 (Lucas),	Week 4 Forum
5	**Service Breakdown and Service Recovery**	**3,7,8**	Chapter 7 (Lucas),)	Week 5 Forum **Assignment 3:** Reference Page
6	**Customer Service in a Diverse World**	**2,3.4**	Chapter 8 (Lucas),	Week 6 Forum **Assignment 4:** SWOT Analysis
7	**Customer Service via Technology**	**3,4,7**	Chapter 9 (Lucas),	Week 7 Forum **Assignment 5: Final Case Study Analysis**
8	**Encouraging Customer Loyalty**	**1,2,8**	Chapter 10 (Lucas),	Week 8 Forum **Quiz Chapter 10**

Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

Policies

Please see the Student Handbook to reference all University policies. Quick links to frequently asked question about policies are listed below.

> Drop/Withdrawal Policy
> Plagiarism Policy
> Extension Process and Policy
> Disability Accommodations

Grading Scale
Please see the Student Handbook to reference the University's grading scale.

Citation and Reference Style
Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Netiquette
Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and "flaming." Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper "Netiquette" must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics,

underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.

- **Humor Note:** Despite the best of intentions, jokes and <u>especially</u> satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add "emoticons" to help alert your readers: ;-), :), ☺

Disclaimer Statement
Course content may vary from the outline to meet the needs of this particular group.

Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to **librarian@apus.edu**.

- ***Charles Town Library and Inter Library Loan:*** The University maintains a special library with a limited number of supporting volumes, collection of our professors' publication, and services to search and borrow research books and articles from other libraries.
- ***Electronic Books:*** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- ***Electronic Journals:*** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- ***Tutor.com***: AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. Tutor.com connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- ***Disability Accommodations***: Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

Request a Library Guide for your course (http://apus.libguides.com/index.php)
The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

Turnitin.com

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.