**SYLLABUS: CUSTOMER SERVICE & SALES**

Course Number: MKT220 Course Credits: 3.0

Instructor: Christina Atwater Date: Spring, 2017

Course Schedule: Online-Asynchronous Course Location: Distance

Office Hours: Mon, Wed, Fri 11:00 – 12:00, Tues 8:30 – 9:20

Office Location: Building 2, Room 228

Email: cratwater@stcc.edu

Textbook: Textbook is provided FREE as an Open Educational Resource (OER)! **Students MUST have Internet access or make time to use Internet in campus labs, have access to STCC library for videos and other articles, and must utilize STCC email throughout the semester to receive material from the professor! This is mandatory!**

Course Description:  This course will be focused on an in-depth study of the support of customer and sales functions. A focus on communication (both written and verbal), understanding customer types and fulfilling expectations, sales processes and mechanics, and ultimately sales presentations and preparation. Other topics will include the ethics surrounding sales, call center and other service delivery options, and diversity in the workplace.

*Prerequisites: NONE Corequisites: NONE*

# Student Learning Outcomes:

Upon completion of the course, students will be able to:

* Communicate from a customer associate’s point of view
* Utilize and rely upon trust and relationship-based selling techniques
* Utilize the process and tools to predict and fulfill consumer/customer wants and needs
* Apply effective communication techniques when handling customer complaints and service breakdowns
* Navigate and understand the entire selling process, including the ethical and legal obligations—and employ the process for a large sales presentation
* Employ critical thinking skills to troubleshoot, investigate and provide alternatives for breakdowns in service.

Instructional Method: The course will be made up of readings and Internet exploration from the instructor utilizing textbook, real-world application, and emerging information. Students should expect to participate in discussion forums during most class weeks, where customer service and sales techniques will be discussed. Assessments will include class assignments including company reviews, sales presentation preparations, and other presentations and assignments as noted.

Academic Dishonesty: Plagiarism and cheating are **serious offenses** and punishment may include a failing grade and/or dismissal from the course. For more information refer to the "Academic Dishonesty" policy in the catalog or at this location: [*http://catalog.stcc.edu/content.php?catoid=5&navoid=615#Academic\_Honesty\_Policy*](http://catalog.stcc.edu/content.php?catoid=5&navoid=615#Academic_Honesty_Policy)

Academic Support: In compliance with Springfield Technical Community College's policy and equal access laws, disability-related accommodations or services are available. Students who desire such services are to meet with the professor in a timely manner, preferably the first week of class, to discuss their disability-related needs. Students will not receive services until they register with the Office of Disability Services (ODS). Proper registration will enable the ODS to verify the disability and determine reasonable academic accommodations. ODS is located in Building 27 on the 2nd Floor and can be reached at 755-4785. All readings are provided via PDF to ensure screen readers can be utilized.

# Make-up Policy:

Submitted assignments are due on the date required, unless otherwise noted.

Any assignment submitted after due date at 11:59 the following day up until 11:59 PM is eligible for 50%

Assignments may not be passed in more than 1 calendar days after it is due.

**Example:** Assignment due Feb 1st

Submitted before 11:59 Feb 1 is eligible for up to **100% credit**

Submitted until 11:59 pm on Feb 2 is eligible for **50% credit**

 Passed in Feb 3rd at 12:01 AM is **not eligible for credit**

# Policies and Expectations:

* Students are expected to abide by all STCC policies, especially Internet use policies while using Discussion Boards and Forums.
* Students must conduct themselves professionally in language, behavior and attitude, please note the STCC policies that surround Student Code of Conduct & Civility in the Classroom. The online classroom is still a classroom.

# Additional Help

## Any student who may require additional help or assistance with the subject matter should contact me via email so we may meet during office hours. Do not wait until it’s too late to ask for help!!

* Any student wishing to discuss how they may HELP their *already* “injured” grade should contact me immediately. **Additional credit points will be distributed after each exam. Additional proactive extra credit points may be distributed throughout the semester.**

# My Expectations

My online classroom style consists of lively discussion and engagement with material. The more you utilize the information from the classroom, the more you will remember how to employ it when you are in a management position. This class is designed to provide you with as many transferable customer service skills to assist you in your future career. Ask many questions, provide your professional opinion, and seek out help when necessary—above all COMMUNICATE with me directly so that I may assist you in your learning process.

My course is developed by preparing weekly activities. I can monitor students’ activities—how many times you log in and engage with the material. Students who do not log in at once per week will be dropped after two class weeks. Students must then complete the assignment. Students who do not complete the assignments for two consecutive weeks will be dropped.

# Evaluation:

**Discussion Forums:**  These are used to connect with the entire classroom. In this customer service and sales course CLEAR communication is key since much of a customer service associate’s day is spent communicating by email or chat. Grammar and mechanics should improve as the semester continues.

**Presentations**: You will complete many presentations to include product sell sheets, product detailed information presentation, Team sales pitch, Customer Service Excellence Presentation

**Written Assignments** include case studies, short papers, article reviews, and preparation for classroom projects. Directions and details will be given for each individually

A signature sheet will be sent around the classroom. Please sign to exhibit that you agree to abide by the policies and assignments; and to signify that you fully acknowledge the information contained herein. If you have questions about this material, please see me for questions. All students will be required to sign this agreement before continuing with the class.

 Discussion Posts 20%

 Presentations 35%

 Written Product 45%

 Total 100%

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