

**MIDSTATE COLLEGE**  
**411 W. NORTHMOOR RD. PEORIA, IL 61614**  
**(309) 692-4092      (800) 251-4299**

**Summer 2019**

**Course: BUS245 Customer Satisfaction Strategies**

**Credit:** 4 Quarter Hours

**Method of Delivery:** eLearning

**Course Description:** A study of the processes for developing the skills, attitudes, and thinking patterns to win customer satisfaction and loyalty in the modern organization.

**Prerequisite(s):** HUM110 Human Potential and BUS204 Principles of Management

**Text(s) & Manual(s):** Customer Service: *Career Success through Customer Loyalty* 6e

**Author(s):** Paul R. Timm

**Publisher:** Pearson ISBN – 13: 978-0-13-305625-9

**Materials Needed for this Course:**

Additional Supplies: na

Hardware/Software and Equipment: Minimum system requirements to participate in eLearning at Midstate College.

**Topics:**

- 1.) Why service matters...behaviors that engage customers
- 2.) Listening to customers: Using the telephone and electronic communications
- 3.) Recognizing and dealing with customer turnoffs and getting feedback
- 4.) Trends in customer service
- 5.) Recovering lost customers
- 6.) Exceeding customer expectations
- 7.) Managing customer service in the organization

**Learning Objectives:** Upon completion of this course, the student will be able to:

- 1.) Explain why attracting and keeping loyal customers is critical to business and personal success
- 2.) Recognize and promote organizational behaviors that convey a customer-centered culture
- 3.) Understand and illustrate the benefits and drawbacks of electronic communications with customers
- 4.) Recognize and evaluate causes of customer dissatisfaction
- 5.) Understand and explain the trends in customer service.
- 6.) Identify and contrast customer feedback techniques
- 7.) Comprehend and practice methods for customer recovery.
- 8.) Understand and show how to exceed customer expectations

**Midstate Grading Scale:**

<b>90-100</b>	<b>A</b>
<b>80-89</b>	<b>B</b>
<b>70-79</b>	<b>C</b>

<b>60-69</b>	<b>D</b>
<b>0-59</b>	<b>F</b>

**Academic Integrity:**

Academic integrity is a basic principle of the College’s function. Midstate College students are expected to maintain a high level of academic honesty. Contrary actions may result in penalties such as failure of the assignment(s), a lesser grade on assignment(s), failure of the course and/or suspension from the College. The course instructor will review all submitted documents and supporting evidence in connection to the infraction. The course instructor will also review the student’s personal file for other notifications of academic dishonesty before determining the level of action to be applied. The course instructor will complete the Academic Dishonesty Report form to document and describe the incident and actions taken, then kept on file. The student may appeal the decision to administration, whose decision will be final.

The following (**plagiarism, cheating, deception, sabotage, computer misuse and copyright infringement**) are included in the actions Midstate College considers behavior contrary to the academic integrity policy; however, the policy is not limited to these examples. Further discussion of consequences regarding academic dishonesty are addressed in the Student Handbook.

**Plagiarism:**

Plagiarism is using another person’s words, either by paraphrase or direct quotation, without giving credit to the author(s). Plagiarism can also consist of cutting and pasting material from electronic sources by submitting all or a portion of work for assignment credit. This includes papers, computer programs, music, sculptures, paintings, photographs, etc. authored by another person without explicitly citing the original source(s). These actions violate the trust and honesty expected in academic work. Plagiarism is strictly against the academic policy of Midstate College. Its seriousness requires a measured, forceful response which includes consequences for inappropriate and/or no citation.

In courses containing writing assignments, the College promotes the use of Turnitin which compares the student’s writing against previously submitted papers, journals, periodicals, books, and web pages. Students and instructors can use this service to reduce the incidence of plagiarism. This electronic resource has been found to conform to legal requirements for fair use and student confidentiality. It is able to provide a report to the student indicating the parts of the assignment that match.

**Student Success and Tutoring:**

Contact Student Success: Room 110; (309) 692-4092, ext. 1100; [studentsuccess@midstate.edu](mailto:studentsuccess@midstate.edu);

The Office of Student Success offers help in the following areas:

- Tutoring: Tutoring is encouraged for students who are doing their best to complete assignments yet still are experiencing difficulty in this course. Tutoring may be provided

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by the instructor outside of scheduled class times or through the office of Student Success.

- Writing assignment assistance: This may include learning how to conduct research; using proofreading tools such as Turnitin; outlining a topic; and applying MLA/APA standards.
- Math, accounting, and computer skills (including file management).
- Test-taking techniques.
- Note-taking skills development.
- Study skills development.
- Time management.

**Instructor Information:**

**Instructor:** Nick Fowler, MBA

**Midstate e-mail:** njfowler@midstate.edu

**Cell Phone:** 309-253-8777 (text preferred)

**Office Phone:** 309-692-4092 ext. 2280

**Office Hours:** Office located in Room 228. I am on campus Monday through Thursday (and often Friday), and can meet with students at any time (in person or digitally). Please call or email and make an appointment to avoid any schedule conflicts.

**Policies and Procedures:**

**1. Late work:** Late work is not accepted and will result in a zero percent on any/all late assignments. Only in extreme extenuating circumstances will late work be accepted (and even in such circumstances, the student has the responsibility to notify the instructor in a timely manner and seek approval for extensions). Even if extensions are granted, late penalties in grading will still apply at the discretion of the instructor.

**2. All Writing Assignments:** "All writing" includes, but is not limited to, papers, essays, projects, essay questions on exams, homework assignments, and summaries. All writing, unless I indicate otherwise, must be typed in Microsoft Word, using 12 point font, 1" margins, and double spaced. These assignments will supplement the textbook, additional readings, and online lectures to further your understanding and application of course material. Assignments may be turned in online via Turnitin (our online plagiarism scanning, grammar rating, and instructor feedback software). Late papers will not be accepted (see above policy on late work). I expect college-level writing, appropriate for the level of class this is, and all writing will be will be graded on spelling and grammatical errors (run-on sentences, punctuation, etc) in addition to content.

**3. Academic dishonesty:** Cheating / plagiarism in any form will not be tolerated in this course and may result in the dismissal/suspension from the course/program/college. I expect every student to do their own work and understand what constitutes cheating and/or plagiarism. Not knowing the rules of plagiarism is not a valid defense. Check with me if you are not clear on what constitutes plagiarism and cheating.

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**4. Syllabi changes:** The instructor reserves the right to change this syllabus at any time. Students will receive timely notice of all such changes via announcements made online in Moodle Rooms, in class, and/or via email.

**Participation Requirements:** *(please see the section below that applies to the delivery mode you are taking)*

**In class:** Students are expected to be in class during each on campus session. Attendance is taken for each class session, and reported to the college. Likewise, students may receive credit for attending (and participating in) class. In the event of an absence, even if it was approved by the instructor ahead of time, the student will be marked absent and may lose any/all points associated with participation.

**eLearning:** In accordance with Midstate College policies, class material will be made available in our learning management system (Moodle Rooms) on Monday at 12:00 p.m. of each week and will remain available until the following Monday until 8:00 AM. This allows students one week to access the lecture and related material for that week's session, complete any assignments and/or assessments, and participate in the mandatory discussion and summary boards (see my discussion/summary requirements rubric in Moodle Rooms to ensure full credit in forums). Students must "submit substantial gradable work" in order to be marked as present for each week (see the Midstate eLearning policy on attendance in the student eLearning handbook). While each week extends from Monday at 12:00 PM to the following Monday at 8:00 AM, the instructor has the right to set due dates at their discretion within each week. For instance, **your initial discussion posts are due Thursday nights by Midnight**. Certain assignments, exams, and papers/projects may be due in the middle of the week at specified days and times.

**Flex Learning:** Flex courses are taught both on-campus and through eLearning. Flex courses offer personalized learning where students can choose each week whether they want to attend on-campus, via eLearning, or both.

- \*Students who attend in-class for the week are not required to do the discussion and summary online for that week, however they may be asked to submit other work in Moodle Rooms. If the course meets multiple times per week, students must be present in-person for all classes in order to be exempt from the online requirements. Students who choose to only attend on-campus will be given time and computer access to complete any work required in Moodle Rooms.
- \*Students who attend online for the week are required to do ALL work (assignments, discussions, summaries, etc) online.

**Instructor's Grading Scale:**

Weekly "Discussion Forum" Postings: 20%

End of Chapter Questions: ("Reviewing the Facts") and "Video Cases": 20%

Quizzes: 20%

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Mid-term and Final Project: 20%  
Final Comprehensive Examination: 20%

**Barbara Fields Memorial Library**

*This course may utilize the Midstate College Library resources. Below is information for contacting and using the library as an outstanding resource to meet the requirements of this course and/or to enhance student learning.*

**Library Resources:**

The Barbara Fields Memorial Library, located in Room 403 of the R. Dale Bunch Student Center, contains books, periodicals, and other materials to support the educational and cultural needs of students, faculty, and staff. Computers are available for student use during library hours.

The library also subscribes to several online research resources that give immediate access to digitized versions of professionally-published content such as books, journal articles, popular magazines and the like.

**Research Guides:**

Library guides are organized by subject that will give you access to all of the library resources like books, ebooks, reference materials, articles from subscription databases, business news and articles, company research, industry and economic data, tools for business & writing and citation help. *Plus* you'll find links to websites, videos, tutorials, and more!

Access the Business Research Guides at this location: <http://midstate.libguides.com/business> or, follow the steps below:

1. Visit [www.midstate.edu](http://www.midstate.edu)
2. Click on Library Resources at bottom of page

**Week-by-Week**

**Week One:**

**Topics:** Introduction to the Course. Introduction of Instructor.

**Objectives:** Introduction to course content, syllabus, students and instructor.

**Assignments:** Read the course syllabus and e-mail any questions you may have. Review your textbook. Post a response to the “weekly summary” question.

**Weekly Summary & Discussion:** Students will post a short autobiography in the Discussion Forum – follow the guidelines given in the instructions. Review and respond to another student’s autobiography.

**Week Two:**

**Topics:** Why Service Matters

**Objectives:** [Objective # 1]

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**Assignments:** Read and review chapter 1. Complete the “Reviewing the Facts” questions for chapter 1. Complete chapter 1 Quiz.

**Weekly Summary & Discussion:** Students will post a response to the question in the Discussion Forum and review and respond to another student’s response.

**Week Three:**

**Topics:** Behaviors that Engage Customers

**Objectives:** [Objective # 2]

**Assignments:** Read and review chapter 2. Complete the “Reviewing the Facts” questions for chapter 2. Complete chapter 2 Quiz.

**Weekly Summary & Discussion:** Students will post a response to the question in the Discussion Forum and review and respond to another student’s response.

**Week Four:**

**Topics:** Listening to Customers

**Objectives:** [Objective # 2]

**Assignments:** Read and review chapter 3. Complete the “Reviewing the Facts” and video case questions for chapter 3. Complete chapter 3 Quiz.

**Weekly Summary & Discussion:** Students will post a response to the question in the Discussion Forum and review and respond to another student’s response.

**Week Five:**

**Topics:** Using the Telephone and Electronic Communications

**Objectives:** [Objective # 3]

**Assignments:** Read and review chapters 4 & 5. Complete the “Reviewing the Facts” and video case questions for chapters 4 & 5. Complete chapters 4 & 5 Quiz.

**Weekly Summary & Discussion:** Students will post a response to the question in the Discussion Forum and review and respond to another student’s response.

**Week Six:**

**Topics:** Recognizing and Dealing With Customer Turnoffs

**Objectives:** [Objective # 4]

**Assignments:** Read and review chapter 6. Complete the “Reviewing the Facts” and video case questions for chapter 6. Complete chapter 6 Quiz.

**Weekly Summary & Discussion:** Students will post a response to the question in the Discussion Forum and review and respond to another student’s response.

**Week Seven:**

**Topics:** Trends in Customer Service

**Objectives:** [Objective # 5]

**Assignments:** Read and review chapter 7. Complete the “Reviewing the Facts” and video case questions for chapter 7. Complete chapter 7 Quiz.

**Weekly Summary & Discussion:** Students will post a response to the question in the Discussion Forum and review and respond to another student’s response.

**Week Eight:**

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**Topics:** Getting Customer Feedback

**Objectives:** [Objective # 6]

**Assignments:** Read and review chapter 8. Complete the “Reviewing the Facts” and video case questions for chapter 8. Complete chapter 8 Quiz.

**Weekly Summary & Discussion:** Students will post a response to the question in the Discussion Forum and review and respond to another student’s response.

**Week Nine:**

**Topics:** Recovering Lost Customers

**Objectives:** [Objective # 7]

**Assignments:** Read and review chapter 9. Complete the “Reviewing the Facts” and video case questions for chapter 9. Complete chapter 9 Quiz. Complete Mid-term Project.

**Weekly Summary & Discussion:** Students will post a response to the question in the Discussion Forum and review and respond to another student’s response.

**Week Ten:**

**Topics:** Exceeding Customer Expectations with Value

**Objectives:** [Objective # 8]

**Assignments:** Read and review chapter 10. Complete the “Reviewing the Facts” and video case questions for chapter 10. Complete chapter 10 Quiz.

**Weekly Summary & Discussion:** Students will post a response to the question in the Discussion Forum and review and respond to another student’s response.

**Week Eleven:**

**Topics:** Exceeding Customer Expectations with Information, Convenience, Timing

**Objectives:** [Objective # 8]

**Assignments:** Read and review chapters 11 & 12. Complete the “Reviewing the Facts” and video case questions for chapters 11 & 12. Complete chapter 2 Quiz. Complete Final Project.

**Weekly Summary & Discussion:** Students will post a response to the question in the Discussion Forum and review and respond to another student’s response.

**Week Twelve:**

**Topics:** Managing Organizational Customer Service

**Objectives:** [Objective # 1]

**Assignments:** Read and review chapter 13. Complete the “Reviewing the Facts” and video case questions for chapter 13. Complete chapter 13 Quiz.

Complete the comprehensive final examination.

**Weekly Summary & Discussion:** Students will post a response to the question in the Discussion Forum and review and respond to another student’s response.

Instructor reserves the right to make changes to the syllabus.