Course Information Form (CIF)

Course Code: MGT 117

Course Title: Customer Service Management

Department: Business/Computer Science and Technologies
Effective Date: Summer 2026
PCS Code: 1.2 - Occupational/Technical Instruction
CIP Code: 52.0207
Repeatability: 0

Credit Hours

Catalog Notation: 3-0-3
Credit Hour Distribution:

Lecture: 3	Lab: 0	Clinical: 0	**Total: 3**

General Course Information

Catalog Description

Students analyze characteristics of a model of good service in business and apply the principles derived from a comprehensive customer service strategy.

General Course Objectives

Upon successful completion of this course, the student in accordance with the grading standards will be able to:

- Conceptualize service as a subset of the marketing mix element of the marketing strategy.
- Analyze a model of good customer service.
- Evaluate a service strategy of a marketing enterprise.
- Describe the scope of customer communications and describe its role in customer retention.

Minimum Placement Levels

English	Reading	Math
None	Placement into CCS 098	None

Prerequisites

None

Methods of Evaluation

4 exams, including both essay and objective questions. 1 term project to analyze customer service satisfaction.

Instructional Materials and Additional Supplies

The World of Customer Service, Gibson and Odgers. Thomson South-Western, most recent edition.

Course Content

General Learning Outcomes (GLOs)

- Communication: Students will demonstrate the ability to read, write, listen, and speak effectively.
- Critical Thinking and Information Literacy: Students will demonstrate the ability to evaluate perspectives, evidence, and implications, and to locate, assess, and use information effectively.
- Global Awareness and Cultural Reasoning: Students will demonstrate their understanding of global issues, gender and sexual orientation, and multicultural perspectives.

Course Segments and Student Learning Outcomes

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
The Customer Service Environment	1. Describe various behaviors expected by customers. 2. Describe exceptional service expected by customers. 3. Define customer loyalty and the steps to achieve it.	9	0	0
Customer Service and Essential Personal Skills	1. Propose a strategic plan to provide excellent customer service. 2. Identify techniques to handle customer rage. 3. Evaluate and resolve customer conflicts and complaints. 4. Identify the steps to retain the angry customer.	17	0	0
Communication Skills for Customer Service	1. Explain how to develop customer-focused listening skills. 2. List and explain nonverbal communication clues. 3. Describe and demonstrate effective telephone communication.	11	0	0
Challenges of Customer Service	1. Explain how to use technology to improve customer service. 2. Describe how to manage employees to develop and reward great customer service.	8	0	0

Total Contact Hours

Lecture Hours	Lab Hours	Clinical Hours
45	0	0