

Course discipline/number/title: AOP 2614: Customer Relations Management

- A. CATALOG DESCRIPTION
1. Credits: 3
  2. Hours/Week: 3
  3. Prerequisites (Course discipline/number): None
  4. Other requirements: None
  5. MnTC Goals (if any): NA
- B. COURSE DESCRIPTION: This course introduces students to customer relations management strategies, focusing on retention and professional communication. Customer relations tools and techniques will be utilized to create positive experiences for internal and external customers. Students will assess their own skill level and create a customer relations improvement plan.
- C. DATE LAST REVISED (Month, year): May 2019
- D. OUTLINE OF MAJOR CONTENT AREAS:
1. Customer relations environment, strategies, attitudes, and productivity
  2. Customer communication and retention
  3. Customer relations tools and techniques
  4. Workplace etiquette and ethics
  5. Individual skill level and competencies focusing on improvement and growth
- E. LEARNING OUTCOMES (GENERAL): The student will be able to:
1. Discuss the customer relations culture.
  2. Recognize soft skills and professional traits needed to enhance customer relationships.
  3. Demonstrate conscious reasoning skills to anticipate the needs, wants, and emotions of the customer in order to exceed their expectations.
  4. Identify and demonstrate quality service through various communication techniques and tools.
  5. Identify and demonstrate a positive understanding of skills relating to work performance such as workplace etiquette, values, and business ethics.
  6. Assess skills and competencies to create an individual improvement and growth plan.
- F. LEARNING OUTCOMES (MNTC): NA
- G. METHODS FOR EVALUATION OF STUDENT LEARNING: Methods may include but are not limited to:
1. Assignments
  2. Projects
  3. Examinations
- H. RCTC CORE OUTCOME(S). This course contributes to meeting the following RCTC Core Outcome(s): Communication. Students will communicate appropriately for their respective audiences.
- I. SPECIAL INFORMATION (if any): None