

HOSP 54, Customer Relations for the Hospitality Industry

Section 7152, Spring 2017 Course Syllabus

Course Description

Concepts and skills for providing outstanding customer relations including problem solving, effective communications, dealing with challenging customers, and cultural components of customer interactions and service excellence. Discuss customer relations goals, the importance of customer relations to business success, and current trends and practices.

[Course Outline of Record](#)

Student Learning Outcomes

Students will be able to:

1. Identify the principles of effective customer relations, from outstanding to poor.
2. Describe the concept of personalized customer relations.
3. Demonstrate effective problem solving in customer relations.
4. Explain the concept of dealing with negative customer reactions and problem resolution.

Objectives

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

1. Discuss the importance and goals of exceptional customer relations.
2. Describe the different techniques in approaching customer relations.
3. Compare customer relations programs and industry standards.
4. Analyze methods used by companies famous for quality customer relations.
5. Analyze the attributes of a good customer relations oriented business.
6. Describe and apply the problem solving process as it relates to customer relations.
7. Identify personal working style to maintain good customer relations.
8. Manage conflicts with co-workers and customers.
9. Describe how new technological trends are affecting customer relations.

Final Exam: There will be a Final Exam in this class. Information covered in class and through the assigned readings will be formatted in short answer and essay form. There will be no make-up exam offered without prior approval of the instructor.

Discussions: These discussions will be based on the customer service and hospitality industry. Actively engaging in discussion will be considered part of your grade.

Group Work: Participation, and preparation are important to success in the class. Successful customer service professional's show up prepared for work as a team. Therefore, it is expected that students will regularly read the assigned materials before the start of the week and will participate in the analysis and discussion of ongoing topics. There will be one group project throughout this course.

Journal Entries: Journal entries will look just like discussions but be graded separately. Make sure that you respond to at least 2 journal entries as well as your discussions by midweek Wednesday. Topics will vary throughout the course.

Projects: Projects will be assignment throughout the course. Make sure that you read the rubric. This is different from group work and projects will be complete individually.

Topics and Scope

I. Introduction

A. Definitions of Customer Relations

1. What is customer relations?
2. Preventative vs. Reactive approach
3. Proactive service
4. Integrity
5. Empathy
6. Sympathy
7. Compassion

B. History of Service - Passion for the art of service

II. Current Customer Service Programs and Industry Standards

- A. Analyze the attributes of a customer service oriented business
- B. Trends
- C. Best practices
- D. Evaluate the effectiveness of various customer service techniques
- E. Empowerment of Employees
- F. Internal Customers - Corporate Cultures

III. The Art of Giving Good Service

A. Three basic elements

1. Expand your definition of service
2. Reconsider who your customers are
3. Develop a customer-friendly attitude

B. Developing a customer service oriented business

1. In-focused company
2. Customer-focused company
3. It pays to please

C. Evaluating service

1. Self-evaluation
2. Company evaluation

IV. Problem Solving

- A. Role of problem solving in customer service
- B. Creativity and problem solving
- C. Problems as opportunities
- D. Resolving conflict

- E. Problem-solving process
- F. Problem-solving strategies
- V. Identifying with Your Customer
 - A. Evaluating your working style
 - B. Understanding your working style
 - C. Identifying with different types of customers (generational, cultural, etc.)
 - D. Creating a customer profile
 - E. Empowering employees
 - F. Understanding the customer's perception
- VI. Managing Conflict with Co-workers
 - A. How internal conflict affects the customer
 - B. The four conflict traps and how to avoid them
 - C. How to be more assertive
 - D. Five basic truths about people: preventing unnecessary conflict
- VII. Customer Satisfaction and Problem Resolution
 - A. Ways to sell with service
 - B. Service and return on investment
 - C. Best practices: methods used by companies famous for quality customer relations
 - D. Contemporary trends in customer relations

Assignments

1. Weekly reading assignments (approximately 30-50 pages)
2. Journal of customer service observations - daily diary
3. Weekly company profile papers
4. Preparation of class discussion and group work including analysis of current scenarios
5. Role playing activities
6. Final exam

Class Meetings

February 1 – May 10, 2017

Wednesdays - 1:00 - 3:00 pm

John Muir Charter School- 141 Stony Circle, Suite 204

Instructor Contact

Kim Kinahan

Email: kkinahan@santarosa.edu (I respond to emails within 24 hours)

Phone: (707) 521-7946

Office Hours: 3-4pm Wednesday on site. Also available by appointment.

Day Class Begins:	Wednesday, February 1, 2017
Day Class Ends:	Wednesday, May 10, 2017
Day/Time of Final Exam:	Wednesday, May 10, 2017 1:00 PM - 3:00 PM
Last Day to Add without instructor's approval:	Wednesday, February 1, 2017
Last Day to Add with instructor's approval:	Wednesday, February 15, 2017
Last Day to Drop and be eligible for enrollment/course fee refund:	Wednesday, February 8, 2017
Last Day to Drop without a 'W' symbol:	Wednesday, February 15, 2017
Last Day to Drop with a 'W' symbol:	Tuesday, April 18, 2017
Last Day to Opt for Pass/No Pass:	Wednesday, February 22, 2017

Students will use the Canvas course web site for assignment instructions, submitting assignments, sharing resources, and viewing grades

Textbook

Instructor materials

Dropping the Class

If you decide to discontinue this course, it is your responsibility to officially drop it. A student may be dropped from any class when that student's absences exceed ten percent (10%) of the

total hours of class time. It is strongly advised that if you need to miss more than one class/homework deadline in a row that you contact the instructor to avoid being dropped from the class.

Attendance

For face-to-face courses, students who fail to attend the first class meeting may be dropped by the instructor. For classes that meet online, students who fail to log on and initiate participation by 11:59 p.m. Pacific Time of the first day of the class may be dropped by the instructor.

Late Policy

All assignments are due on the due date unless prior arrangements have been made with the instructor.

Exams

There will be a Final Exam on the last day of class, May 10. There will be no make-up exam offered without prior approval of the instructor.

Grading Policy

Click the “Grades” link in Canvas to keep track of your grades. I grade once a week and post grades and comments in the Canvas gradebook.

Grades will be assigned as follows:

A	90% - 100%
B	80% - 89%
C	70% - 79%
D	60% - 69%

Team Project - Building a Customer Service Strategy	20%
Weekly company profiles, article review	30%
In-Class Participation(Role Scenarios, Case Studies)	35%
Final Exam & Project Presentation	15%
TOTAL	100%

***Role Plays (class participation)**

In a world where being a "team player" is often a key part of business success, especially in customer service; cooperative learning is a useful and relevant tool. To reflect the realities of a working customer service oriented organization, the class will implement core concepts through a strong emphasis in a group practice. Some of the best creative work come from teams, working together to exchange ideas. Please come to class ready to participate.

Role plays and class participation make up 40% of your grade, if you are absent, you will not receive any credit for the role play you missed.

At the end of each class you will write a short debrief about the class activities(s).

- Discuss your experience with this exercise
- What did you learn from it
- How can you apply what you learned to your personal life, job or future career

Standards of Conduct

Students who register in SRJC classes are required to abide by the SRJC Student Conduct Standards. Violation of the Standards is basis for referral to the Vice President of Student Services or dismissal from class or from the College. See the [Student Code of Conduct page](#).

Collaborating on or copying of tests or homework in whole or in part will be considered an act of academic dishonesty and result in a grade of 0 for that test or assignment. Students are encouraged to share information and ideas, but not their work. See these links on Plagiarism: [SRJC Writing Center Lessons on avoiding plagiarism](#)
[SRJC's statement on Academic Integrity](#)

Special Needs

Every effort is made to conform to accessibility standards for all instructor-created materials. Students should contact their instructor as soon as possible if they find that they cannot access any course materials. Students with disabilities who believe they need accommodations in this class are encouraged to contact Disability Resources (527-4278).

Class Schedule

(subject to change)

Week	Topic / Activities
1 – Feb. 1	Class Introduction
2 – Feb. 8	ICARE Model
3 – Feb. 15 4 – Feb. 22	Ideal service
5 – March 1 6 – March 8	Culture of Service
7 – March 22	SPRING BREAK
8 – March 29 9 – April 5	Attentiveness
10 – April 12 11 – April 19	NO CLASS Responsiveness
11 – April 19	Empowerment
12 – April 26	Career Fair
13 – May 3	Review
14 – May 10	Final Exam