



I. COURSE INFORMATION:

Title: Managing Customer Service

Division: Technical Education

Course Number: CUL1143

Prerequisites: None

Credit Hours: 3

Textbook: Guest Service in the Hospitality Industry, ISBN: 978-1-118-07180-9

II. COURSE DESCRIPTION:

This course will explore the importance of managing for excellent service within the hospitality industry. It will explore customer service, leadership development, staff development, and staff and customer retention. It will also explore case studies of successful organizations that excel in customer service and leadership programs and theories. The student will have the ability to apply this knowledge to everyday applications.

III. LEARNING OUTCOMES:

1. Define customer service and leadership
2. Summarize methods to effectively communicate with customers
3. Summarize techniques to effectively build customer relationships
4. Define the roles and impressions in customer relations
5. Summarize techniques and strategies for handling difficult customers
6. Describe the requirements and skills needed to manage a customer service in the hospitality industry
7. Summarize the different categories of guest service

IV. ASSIGNMENTS: (may include but are not limited to)

1. Chapter exams
2. In classroom discussions about trends in customer service
3. Assignments relating to customer service topics on Canvas

V. MAJOR CONTENT AREAS:

1. The basics of guest service
2. Defining guest service
3. Problem solving for guest service
4. The guest service of food
5. The guest service of beverage
6. The guest service of lodging
7. The guest service of events
8. Leadership in the customer service industry

VI. EVALUATION METHODS (may include but are not limited to)

1. Attendance and participation
2. Assignments
3. Exams
4. Comprehensive final