



## **Syllabus: *CAG133 Customer Service, Management and Marketing***

### **Course Information:**

Course **CAG133**

Course Title: **Customer Service, Management and Marketing**

Semester: **Fall 2020**

Class Days/Times: **Online**

Credit Hours: **3.00**

Room: **Online**

### **Instructor Information:**

Name: **Steven Kessler**

Text: **602.708.8101**, Please include your name in the text.

Phone/Voice Mail: **602.708.8101**

Email: **skessler@tocc.edu**

Office location: **Virtual**

Office hours: **Virtual**

Means to Connect: **Zoom, Web-Ex, Microsoft Teams, Mobile, Text, Email**

**Important dates:**

First Day of Classes, Fall 2020 with Welcome Blessing: Aug 24, 2020  
Add without Instructor's signature: Aug 24-28, 2020  
Add with Instructor's signature: Aug 31 – Sept. 4, 2020  
Labor Day (**College Closed**): Sept 7, 2020  
Drop/Full Refund Deadline: Sept 15, 2020  
Progress Reports: Sept. 18, 2020  
O'dham Tas (**College Closed**): Sept 25, 2020  
Fall Break (**No Classes**): Sept 28 - Oct 2, 2020  
St. Francis Day (**College Closed**): Oct 2, 2019  
45th Day Census: Oct 8, 2020  
Progress Reports: Oct 16, 2020  
Withdrawal Deadline: Nov 9, 2020  
Veterans Day (**College Closed**): Nov 11, 2020  
Thanksgiving (**College Closed**): Nov 26 – 27, 2020  
Last Day of Class Instruction: Dec 6, 2020  
Finals Week: Dec 6 - 11, 2020  
Final Grades Due: Dec 15, 2020

Winter Break: (**College Closed**): Dec 25 – Jan 1, 2021

**Texts and Materials:**

*Managing Hospitality Organizations* 2nd edition by Ford and Sturman (ISBN 978-1544321509) published by Sage. This book is available on Amazon in the following formats: eTextbooks (Download free Kindle apps available for iOS, Android, PC & Mac), Paperback, and Kindle. Amazon link: [Managing Hospitality Organizations](#) (Clicking on this link will automatically take you to the Amazon site to make your selection to purchase.)

**Course Description:**

This course examines the customer service, management and marketing practices that are the basis for delivering high quality casino gaming services. Students learn about selling, promoting, and positioning services and to apply marketing concepts within the gaming industry. The course covers customer behavior and expectations, techniques for building customer loyalty, and the relation of those elements to creating a responsible and successful business environment. Students learn the importance of employee development and organizational culture, the basics of supervision, managing staff and players, and counseling and employee relations.

**Course Objectives:**

1. To develop an understanding of the casino resort business and its culture.
2. To develop a working knowledge of the casino industry.
3. To develop the customer service skills that are required in the casino industry
4. Enhance the decision-making skills that lead to higher profits, customer satisfaction and employee satisfaction

**Student Learning Outcomes**

Upon satisfactory completion of this course, students will be able to:

1. Demonstrate the why “it all starts with the guest.”
2. Differentiate between the motions of customer service and COE (Center of Excellence) in CUSTOMER SERVICE!
3. Ability to execute at a higher level of professionalism with respect to “the guest.”
4. Business decisions are made based on knowledge and driven by data.
5. Motivate, coach, develop and lead peers through the customer service journey.

**Evaluation - Grading - Assignments:**

Total Possible points: 2,000

Discussion: 700 points

Min 1 New Post per week – 20 points.

Min 3 Responses to post by your peers – 30 points. (10points. Per post)

Customer Service Paper: 240 points

(3 Pages – Consisting of (1) Title Page, (2) Body of Paper)

Quizzes: 560 points – 40 points/Quiz

Chapter 8 Paper: 100 points

Final Reflection paper: 400 points

**Grading Scale:**

A= 2,000 - 1,800 points (100% - 90%)

B= 1,799 – 1,600 points (89-80%)

C= 1599 – 1,400 points (79-70%)

D= 1,399 – 1,200 points (69-60%)

F= 1,199 points or less (59% or less)

**Your grade will be determined by the following:**

Your percentage/grade will be calculated by dividing points earned by total points possible. All work assignments submitted, will be graded, with scores recorded for students review.

If you **MUST** miss an exam, please contact the instructor **BEFORE** the exam or you will not be eligible for a make-up exam. Any make-up exam granted must be completed before the next class period.

### **Himdag Cultural Component:**

Students will learn how the casino industry assists the Tohono O'odham Nation by acting as an economic asset supporting the Tohono O'odham culture.

### **Policies and Expectations:**

#### **Late Work Policy:**

Work must be turned in by the assigned date and time unless previous arrangements have been made. Any exceptions are at the instructor's discretion. Homework is due the day class meets (start) or before the date and time if submitted electronically. If you miss a class, the homework is still due on the due date. If you have questions regarding homework, please email me at the email address provided herein. I answer messages daily M-F and at least once on each day of the weekend. Note: Homework due date and time will be posted to the CANVAS platform and can be viewed any time at the student's discretion.

#### **Classroom Etiquette:**

With this class being conducted in a virtual/online setting, "Classroom Etiquette" is still required. All post to the Canvas discussion board shall be adhere to those guidelines, outlined in the Student handbook. This is a learning environment, there is no room for this unacceptable behavior if it were to occur. Furthermore, these are your peers, if you would not converse with your guest in this manner, then do not. The best approach, treat your peers as if they are your guest, there are ways to convey your thoughts and ideas without being rude, over bearing or bullying, if it's not acceptable in the work setting, then it is not acceptable for the classroom.

#### **For Your Protection:**

It is your responsibility to **SAVE** your assignments in a folder, on your computer or another removable media. Keep these copies in a safe place until you have received your final grade.

**Attendance:**

Attendance is required and necessary to understand the concepts taught in this course. Please understand that it is the STUDENT'S RESPONSIBILITY to contact admissions and records to drop the course. If a student elects to stop attending class and does not drop, the letter grade earned will be assigned. Students who fail to attend the first scheduled class meeting, or to contact the instructor regarding absence before the first scheduled class meeting may, at the option of the instructor, be withdrawn.

It is the student's responsibility to consult with the instructor regarding official or unofficial absences. Absences begin to accumulate with the first scheduled class meeting.

You are expected to be prepared to participate in each class period. Four unexcused absences may result in withdrawal and a "W" or "Y" will be recorded. You may request to be excused from class for religious observances and practices, for illness, for school or work-related travel or for personal or family emergency. If you will be absent, please notify the instructor as soon as possible (approved by Faculty Senate April 2014).

**All students are expected to follow the Student Handbook. Students are expected to participate in class.**

**Incomplete Policy:**

Incomplete (I) grades are not awarded automatically. The student must request an "I" from the instructor who can choose to award an Incomplete only if all three of the following conditions are met:

1. The student must be in compliance with the attendance policy.
2. There must be an unavoidable circumstance that would prohibit the student from completing the course.
3. The student must have completed over 75% of the course requirements with at least a "C" grade.

Incompletes are not a substitute for incomplete work due to frequent absences or poor academic performance. Incomplete grades that are not made up by the end of the ninth week of the following semester will be automatically changed to an F if the agreed upon work, as stipulated on the written form signed by the instructor and the student when the I grade is awarded, is not completed.

**Instructor Withdrawals:**

Students who have missed four consecutive classes (or the equivalent) not submitted any assignments nor taken any quizzes by the 45th day census report, due on [*date of 45<sup>th</sup> day found in Academic Calendar on TOCC website*] are assumed NOT to be participating in the class and will be withdrawn.

**Student Withdrawals:**

Students may withdraw from class at any time during the first 2/3 of the semester without instructor permission and without incurring any grade penalty. Please be sure to withdraw yourself by [*withdrawal deadline date found in Academic Calendar on TOCC website*] if you do not expect to complete the class, otherwise you may receive an "F" grade.

**Special Withdrawal (Y) Grade:**

The "Y" grade is an administrative withdrawal given at the instructor's option when no other grade is deemed appropriate. Your instructor must file a form stating the specific rationale for awarding this grade. "Y" grades are discouraged since they often affect students negatively. Your instructor will not award a "Y" grade without a strong reason.

**ADA Statement - Reasonable Disability Accommodations:**

TOCC seeks to provide reasonable accommodations for all qualified individuals with disabilities. The College will comply with all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to provide an equal educational opportunity. It is the student's responsibility to make known to the instructor his or her specific needs in order to determine reasonable accommodations. We will work together in order to develop an Accommodation Plan specifically designed to meet the individual student's requirements.

**Title IX Syllabus statement:**

Tohono O'odham Community College faculty and all staff are dedicated to creating a safe and supportive campus. Title IX and our school policy prohibit discrimination on the basis of sex- this includes sexual misconduct; harassment, stalking, domestic and dating violence and sexual assault.

Confidential support and academic advocacy can be found with: Student Services

**Course Outline with Learning Objectives for each Chapter:****Chapter 1: The Basics of WOW!! The Guest Knows Best**

- 1.1 Describe the key differences between making products and creating experiences for guests.
- 1.2 Recognize the importance of the guest experience.
- 1.3 Identify the components of the guest experience.
- 1.4 State the importance of meeting the hospitality guest's expectations.

- 1.5 Define *service quality* and *service value* in hospitality.
- 1.6 Explain the reasons why “it all starts with the guest.”

## **Chapter 2: Meeting Guest Expectations through Planning**

- 2.1 Distinguish between the three generic strategies for positioning products and services.
- 2.2 Explain how the elements of the organizational planning cycle result in the establishment of the hospitality organization’s overall strategic plan and service strategy.
- 2.3 Identify the key external and internal factors that must be examined for successful planning.
- 2.4 Recognize the quantitative and qualitative tools used for forecasting in the hospitality environment—external and internal.
- 2.5 Describe the process to determine core competencies.
- 2.6 Describe the importance of a mission and vision statement in focusing the strategic plan on the best way to fit core competencies with strategic premises.
- 2.7 State the importance of including the key drivers of guest satisfaction in the planning process.
- 2.8 Describe a planning model, showing how components are tied together and action plans are developed.
- 2.9 Recognize the value added to the planning process by including those affected by the plans.
- 2.10 Recall that while plans are necessary, organizations must be ready and capable of change.

## **Chapter 3: Setting the Scene for the Guest Experience**

- 3.1 Explain how theming the service setting pays off in guest satisfaction.
- 3.2 Discuss why the service setting or service environment is important.
- 3.3 Explain how the service environment affects guests and employees.

3.4 Discuss why providing a service environment in which guests feel safe and secure is critical.

3.5 Identify which elements of the service environment need to be managed.

3.6 Describe how individual factors moderate or affect the responses of guests to the service environment, according to Bitner's Servicescape model.

#### **Chapter 4: Developing the Hospitality Culture: Everyone Serves!!**

4.1 State why the organization's leaders are so important to defining, developing, teaching, and maintaining its culture through their words and actions.

4.2 Relate a hospitality organization's culture to service success.

4.3 Discuss the essential roles the organization's beliefs, values, and norms play.

4.4 Describe how the external world influences the internal culture.

4.5 Explain how the organization communicates its culture to its employees—through laws, language, stories, legends, heroes, symbols, and rituals.

4.6 Describe how the organization can accomplish the difficult task of changing its culture if that becomes necessary.

#### **Chapter 5: Staffing for Service**

5.1 Explain the importance of staffing for an organization to be able to deliver an exceptional service product.

5.2 Understand why it is critical to study the job before efforts are made to fill it.

5.3 Describe the process of recruiting employees who will give excellent guest service.

5.4 Recognize internal and external recruitment strategies that organizations use.

5.5 Express the importance of a diversified workforce to hospitality organizations.

5.6 Explain the standard approaches and techniques for screening and interviewing job candidates.

5.7 Understand how and why organizations need to balance all of the information gathered in the selection process to hire the right person.



5.8 Explain why organizations need to treat job applicants professionally and with respect, even those they end up not hiring.

5.9 Describe the process of on-boarding and why it is important.

5.10 Discuss why managing turnover is just as important as managing who is hired.

## **Chapter 6: Training and Developing Employees to Serve**

6.1 Explain the importance of training and development to hospitality organizations.

6.2 Evaluate the need for training.

6.3 Determine what a training program is supposed to accomplish.

6.4 Describe the types of training.

6.5 Examine training methods.

6.6 Discuss the methods used by hospitality organizations to measure the effectiveness of training.

6.7 Explain the importance of training in long-term development.

## **Chapter 7: Serving with a Smile: Motivating Exceptional Service**

7.1 Discuss how motivating your employees is just as critical as how you select and train them.

7.2 Describe the different needs employees possess that drive their behaviors.

7.3 Explain how hospitality organizations motivate their employees to provide outstanding guest service.

7.4 Express how empowering employees can make them more motivated and more effective.

7.5 Describe how setting SMART goals can be a powerful way to motivate employees.

7.6 Review the role of teams in changing the way work is done and improving organizational effectiveness.

7.7 Relate the importance of fairness and ethical leadership for maintaining employee motivation.

7.8 State how authority and leadership work in organizations and why employees accept authority.

### **Chapter 8: Involving the Guest: The Co-Creation of Value**

8.1 Recognize that there are parts of all service experiences that require co-production.

8.2 Describe how, when, and why hospitality organizations encourage or empower guests to help provide their own guest experiences.

8.3 Discuss the advantages and disadvantages of guest involvement for the organization and guest.

8.4 Explain what organizations must do to make co-creation successful.

8.5 Explain why hospitality organizations must sometimes “fire the guest” and how to do it.

### **Chapter 9: Communicating for Service**

9.1 Recognize the importance of information to your guests.

9.2 Describe ways in which information embedded in the service product, setting, and delivery system provides value to the guests.

9.3 Explain how the service setting communicates information about the quality and value of the service experience.

9.4 Discuss the impact of the internet on communication with customers and employees.

9.5 Recognize the benefits of data analytics to cope with information overload.

9.6 State the types of problems that can occur when there is too much data.

9.7 Explain how the hospitality organization itself can be considered a large information-processing system.

**Chapter 10: Planning the Service Delivery System**

- 10.1 Describe why it is critical for organizations to fully plan their service delivery system.
- 10.2 Describe how organizations plan, design, analyze, and check the hospitality organization's service delivery system.
- 10.3 Demonstrate how to design a delivery system using several methods, such as flow-charting, blueprinting, the universal service map, and PERT/CPM.
- 10.4 Explain how to use fishbone analysis, poka-yokes, and other methods to locate the source of problems and prevent their occurrence or reoccurrence.
- 10.5 Discuss how to use a cross-functional organizational design to deliver a service product.

**Chapter 11: Waiting for Service**

- 11.1 Explain why it is critical to make any wait for service as short and pleasant as possible.
- 11.2 Discuss how to plan for capacity shortages.
- 11.3 Demonstrate how to use queuing theory to plan the wait.
- 11.4 Describe how to create virtual waits.
- 11.5 Describe how organizations can manage a guest's perception of the wait.
- 11.6 Explain how to offset the wait's negative effects by managing the value of the experience provided to the guest.

**Chapter 12: Measuring and Managing Service Delivery**

- 12.1 Measure the effectiveness of service delivery and of the overall guest experience.
- 12.2 Demonstrate how to use methods of measuring service effectiveness, including service standards, process strategies, managerial observation, and employee assessment.
- 12.3 Explain how to use service guarantees.

12.4 Demonstrate how to acquire guest opinions of service effectiveness using comment cards, surveys (mail, web, and phone), focus groups, and mystery shoppers.

12.5 Determine the costs and benefits of the different methods for acquiring guest opinions.

12.6 Discuss how to achieve continuous improvement in the experience provided to guests.

### **Chapter 13: Fixing Service Failures**

13.1 Explain how guests respond when the guest experience fails to meet their expectations.

13.2 Describe how organizations should respond when the experience fails to meet guest expectations.

13.3 Explain how organizations prepare their employees to find and fix failures.

13.4 Explain why positive word of mouth so valuable and bad word of mouth is so harmful.

13.5 Express why the recovery method for handling a service failure is so important.

13.6 State why fixing service failures quickly and fairly—on the spot, if possible—is so important.

13.7 Recognize how to learn from service failures.

13.8 Describe how guests evaluate the hospitality organization's recovery efforts.

13.9 Match the recovery strategy to the failure.

### **Chapter 14: Service Excellence: Leading the Way to WOW!!**

14.1 Explain the overarching framework of the three S's—strategy, staffing, and systems.

14.2 Identify the challenges leaders of service firms will face in the future.

14.3 State the importance of innovation and managing change.

14.4 Differentiate between leading and managing.

14.5 Identify the key factors for service leadership.

14.6 Discuss the reasons why “it all ends with the guest.”

### TENTATIVE COURSE SCHEDULE \*

### **ALL ASSIGNMENTS ARE DUE BY 11:59 P.M. ON DUE DATE**

<u>DATE</u>	<u>TOPIC</u>	<u>READING ASSINGMENT</u>	<u>DELIVERABLES/DUE DATE</u>
Wk: 1, 8/23 – 8/30	Personal Insight to Customer Service		Customer Service Paper - 8/31
Wk: 2, 8/31 – 9/6	The Basics of WOW!! The Guest Knows Best	Chapter 1	Quiz – 9/6
Wk: 3, 9/7 – 9/13	Meeting Guest Expectations through Planning	Chapter 2	Quiz – 9/13
Wk: 4, 9/14 – 9/20	Setting the Scene for the Guest Experience	Chapter 3	Quiz – 9/20
Wk: 5, 9/21 – 9/27	Developing the Hospitality Culture: Everyone Serves!!	Chapter 4	Quiz -9/27
Wk: 6, 9/28 – 10/4	No Assignment	No Assignment	No Assignment
Wk: 7, 10/5 – 10/11	Staffing for Service	Chapter 5	Quiz – 10/11
Wk: 8, 10/12 – 10/18	Training and Developing Employees to Serve	Chapter 6	Quiz – 10/18
Wk: 9, 10/19 – 10/25	Serving with a Smile: Motivating Exceptional Service	Chapter 7	Quiz – 10/25
Wk: 10, 10/26 – 11/1	Communicating for Service	Chapter 9	Chapter 8 Due 11/1

Wk: 11, 11/2 – 11/8	Planning the Service Delivery System	Chapter 10	Quiz – 11/8
Wk: 12, 11/9 – 11/15	Waiting for Service	Chapter 11	Quiz – 11/15
Wk: 13, 11/16 – 11/22	Measuring and Managing Service Delivery	Chapter 12	Quiz – 11/22
Wk: 14, 11/23 – 11/29	Fixing Service Failures	Chapter 13	Quiz – 11/29
Wk: 15, 11/30 – 12/6	Service Excellence: Leading the Way to WOW!!	Chapter 14	Final Paper 12/6
Wk: 16, 12/7 – 12/11	Finals Week	Finals Week	Finals Week

**DISCLAIMER:**

This syllabus is designed to evolve and change throughout the semester based on class progress and interests. You will be notified of any changes as they occur.

**POLICY ON CHEATING:**

Cheating on a single assignment may lead to receiving a zero for the assignment, an F for the course or referral to the dean, depending on severity and at the instructor's discretion. Students will be notified by the instructor of any changes in course requirements or policies. Students are responsible for the information contained in this syllabus.

**STRATEGIES FOR SUCCESS IN THIS COURSE:**

- start assignments early
- self-discipline and time management
- enough time commitment
- communication
- timely action
- Check the announcements on CANVAS carefully and regularly.

- Set aside sometime every day to go over the contents of the course and participate in the class discussion on the discussion board in CANVAS.
- Read ahead in your ebook, or the means selected (read it as you would read a newspaper) - to familiarize yourself with what is coming, to learn the ideas, concepts and methodologies being discussed in class. This helps when the actual lesson and activities are posted for each chapter.
- Make a separate list of items that are unclear. Email your questions to me and I will respond to your questions at the earliest possible convenience. Please feel free to ask me questions during the class or outside the class when we meet face to face. Online for review. Do check out the website links I will post throughout the semester and try to apply what you learned in class to real world problems. Learning is an active process and requires consistent efforts. You will not retain knowledge by simply being there or by cramming.

An important requirement of this course is critical thinking. Your strategy should be to understand the essential elements of business thoroughly and be able to apply the elements to real world situations.

What you need to do well in this course:

- Read the syllabus carefully and familiarize yourself with required readings, assignments and their due dates.
- Read ahead in the textbook (read it as you would read a newspaper) – to familiarize yourself with what is coming, to learn the vocabulary. This helps when the actual lesson and activities are posted for each chapter.
- Make a separate list of items that are unclear. Email your questions to me and I will respond to your questions at the earliest possible convenience. Please feel free to ask me questions during the class or outside the class when we meet face to face.
- Learning is an active process and requires consistent efforts. You will not retain knowledge by simply being there or by cramming.
- There is no reason to wait to the very end before beginning one's assignment, your schedule is provided to you, for your benefit, please plan accordingly.

**Academic Integrity:**

Violations of scholastic ethics are considered serious offenses by Tohono O'odham Community College, the Student Services Department, and by your instructor. Students may consult the TOCC Student Handbook sections on student code of conduct, on scholastic ethics and on the grade appeal procedure. Copies are available at Tohono O'odham Community College.

All work done for this class must be your own, or the original work of your group. While you may discuss assignments with other class members, the final written project must clearly be original. You may use work from books and other materials if it is properly cited. Copying from a book without proper reference or from a person under any circumstances will result in an "F" for the assignment, and at the instructor's discretion, possibly an "F" for the course. If you are uncertain about proper citations, ask your instructor or the librarian.

**Course Feedback:**

All assignments will be graded and returned to the students promptly, typically within a week after the assignment is closed for handing in. E-mail and phone messages will be returned within two days. A student or the instructor may request a student conference at any time during the semester. Quarterly grade reports will be provided to each student, either in person, by email or via the electronic system of Canvas.



### SYLLABUS ACKNOWLEDGMENT RECEIPT

NAME: \_\_\_\_\_

Last

First

Middle

CLASS:

\_\_\_\_\_

Course Prefix

Section

Title

EMAIL ADDRESS:

\_\_\_\_\_

SEMESTER:

TODAY'S DATE:

\_\_\_\_\_

\_\_\_\_\_

The instructor has given me a copy of the course syllabus for this class. I have read the syllabus and understand and accept responsibility for all information covered in the syllabus. I, furthermore, accept responsibility for the college policies included in the college catalog and student handbook.

\_\_\_\_\_  
Student Signature