Washtenaw Community College Comprehensive Report

BMG 205 Creating the Customer Experience
Effective Term: Spring/Summer 2018

Course Cover

Division: Business and Computer Technologies
Department: Business
Discipline: Business Management
Course Number: 205
Org Number: 13200
Full Course Title: Creating the Customer Experience
Transcript Title: Creating Customer Experience
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: Three Year Review / Assessment Report
Change Information:
    Consultation with all departments affected by this course is required.
    Course description
    Outcomes/Assessment
    Objectives/Evaluation
Rationale: The current course syllabus is from 2009. Changes in the customer experience principles and practices have evolved and changed so the master syllabus needs to be updated somewhat.
Proposed Start Semester: Spring/Summer 2018
Course Description: In this course, students learn how to create and deliver engaging, memorable, and postive customer experiences that build customer loyalty, word-of-mouth customers, and in turn, organizational success. Students apply the core concepts to their daily work with a focus on enhancing the quality and consistency of all the interactions a customer/client has with the service provider. Finally, students refine their personal skills needed to be successful in the constantly changing and customer-centric business environment.

Course Credit Hours

Variable hours: No
Credits: 3
Lecture Hours: Instructor: 45 **Student:** 45
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

General Education

Request Course Transfer
Proposed For:
Central Michigan University
College for Creative Studies
Eastern Michigan University
Ferris State University
Grand Valley State University
Jackson Community College
Kendall School of Design (Ferris)
Lawrence Tech
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University

Student Learning Outcomes

1. Explain the fundamental principles of creating the customer experience.
   Assessment 1
   Assessment Tool: Departmental exams, assignments, discussions, and journals
   Assessment Date: Winter 2021
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All students enrolled in the Winter 2021 semester
   Number students to be assessed: All students
   How the assessment will be scored: Departmental exams will be computer scored.
   Assignments, discussions, and journals will be instructor-scored using a defined rubric.
   Standard of success to be used for this assessment: 75% of students earning 70% or better
   Who will score and analyze the data: The lead instructor will gather, collate, and analyze the data. The final assessment report will be reviewed by other full-time business instructors for their feedback prior to submitting the report to Curriculum and Assessment.

2. Apply the strategies for creating and delivering a quality customer experience.
   Assessment 1
   Assessment Tool: Departmental exams, assignments, discussions, and journals.
   Assessment Date: Winter 2021
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All students enrolled in the Winter 2021 semester
   Number students to be assessed: All students
   How the assessment will be scored: Departmental exams will be computer scored.
   Assignments, discussions, and journals will be instructor-scored using a defined rubric.
   Standard of success to be used for this assessment: 75% of students earning 70% or better
   Who will score and analyze the data: The lead instructor will gather, collate, and analyze the data. The final assessment report will be reviewed by other full-time business instructors for their feedback prior to submitting the report to Curriculum and Assessment.

3. Evaluate effectiveness when delivering the customer experience.

> **Assessment 1**
>> Assessment Tool: Departmental exams, assignments, discussions, and journals.
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>> Standard of success to be used for this assessment: 75% of students earning 70% or better
>> Who will score and analyze the data: The lead instructor will gather, collate, and analyze the data. The final assessment report will be reviewed by other full-time business instructors for their feedback prior to submitting the report to Curriculum and Assessment.

Course Objectives

1. Identify the foundational concepts related to creating customer experiences (for example, how to define customer and customer experience, the progression of economic value, experience stages, zone of indifference, and turn-ons/turn-offs).
2. Recognize how to identify the "moments of truth" in a customer/company relationship (for example, customer journey maps, functional, mechanic and humanic clues).
3. Describe how creating customer experiences is a balance between the business (rational) level and the emotional level.
4. Describe the process used to deliver the customer experience (for example, active inquiry, going the extra mile).
5. Match the experience design to the competencies, policies, and procedures of the organization.
6. Identify what is involved in creating advocates for a company, product, or service.
7. Define ways to effectively handle customer complaints from angry, demanding, or indifferent customers.
8. Describe the baseline skills needed to create the customer experience (for example, interpersonal skills, personal and organizational appearance, active listening, positive vs. negative wording).
9. Identify the managerial and personal challenges to delivering the customer experience (for example, maintaining a positive attitude, managing stress and stressful situations, and using time management methodologies).
10. Assess the development and refinement of the skills needed to create the customer experience (self-assessment instruments, prescribed journal approach).

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level III classroom

Reviewer	Action	Date
Faculty Preparer:		
Cheryl Byrne	*Faculty Preparer*	*Oct 10, 2017*
Department Chair/Area Director:		
Julianne Davies	*Recommend Approval*	*Oct 29, 2017*
Dean:		

Eva Samulski   *Recommend Approval*   *Oct 30, 2017*

Curriculum Committee Chair:

Lisa Veasey   *Recommend Approval*   *Dec 11, 2017*

Assessment Committee Chair:

Michelle Garey   *Recommend Approval*   *Dec 20, 2017*

Vice President for Instruction:

Kimberly Hurns   *Approve*   *Dec 20, 2017*