



East Texas A&M University
MKT 574.01W Customer Relationship Management

Instructor: Dr. Ruiliang Yan

Office Location: Dallas Campus floor 20th: 2060

Office Hours: Monday: 9:30-11:30AM at Dallas & Wed 11:00-2:00PM (online)

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- **E-mail:** Students must routinely check e-mail sent to his or her **university account**. I check my e-mail every day frequently, so nothing will be missed from you.

Academic Honesty

Academic honesty is highly valued at the East Texas A & M University. You must always submit work that represents your original words or ideas. If any words or ideas used in a class assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the Texas A & M University – Commerce Graduate Catalog for more information about academic honesty, including consequences of academic dishonesty.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

Scholarly Expectations

All works submitted for credit ***must be original works created by the scholar uniquely for the class.*** It is considered inappropriate and unethical, particularly at the graduate level, to make duplicate submissions of a single work for credit in multiple classes, unless specifically requested by the instructor. Work submitted at the graduate level is expected to demonstrate

higher-order thinking skills and be of significantly higher quality than work produced at the undergraduate level.

Materials – Text

Customer Service: Skills for Success 8th Edition by [Robert Lucas](#) (Author)

WELCOME TO INCLUSIVE ACCESS COURSE!

You are enrolled in Marketing 574, which incorporates the required eBook and homework package into the D2L course website. This gives you access to the required materials on the first day of class, and at a substantial discount over normal prices.

Course Description and Objectives

We are exposed to customer service (of one kind or another) at least once a day, every day of the week, fifty-two weeks of the year. There is times when individuals, organizations and companies take the provision of good service, and the people who deliver it, for granted. We should not – giving top quality Customer Service is an art form.

Customers love and cherish companies that treat them the way they (the customer) want to be treated. People are now prepared to pay more for good service. So the providers of the good service – YOU – are gems beyond price these days.

Whatever your reasons for considering this course, we can promise you that you will get even more than you might have thought from its contents. You will most likely pick up things you might not have considered before, or even been aware of – CRM for example!

This course will focus on these topics:

1. A Customer Centered/Focused Organization How important is good customer service really?
The evolution of Customer Service, TQM, Perceptions, the 'Hot Button' of the '90s
2. Taking an honest look at your own customer service Your current customer service profile, Self-evaluation – honestly! How does your company rate? Protocols How do you & your company deal with Feelings?
3. Your company's Customer Service focus In-focused, Customer-Focused, The 3 Basic Elements of Excellent Service, Are you friendly to customers? Customer Friendly Reflections, Expanding your understand of your Company's Definition of Service
4. Developing a Winning Customer Service Strategy What are your current Customer Service Strategies? Key Strategies, Top Down Approach, Actually using the Feedback you ask for, Know thyself & it shall be true! The creation of client centric practices, The sheer economic necessity of Top Customer Service
5. The "Plus's" of exceptional Customer Service Critical success factors, Consistency, Criteria, Recognizing Excellence/Reward & Recognition Factors, Awareness, Education
6. The *WOW* Customer Service Training & Service Excellence The wisdom of choosing appropriate training, Brainstorming & Problem Solving Customer Service Enhancers, TIPS - The Coaching Approach, The Listen & Learn Approach

7. Which is the way to go: Surveys/Questionnaires, Interviews or Focus groups?
Surveys, Questionnaires, Interviews, Focus Groups, Who should conduct or run them? Which one should you use? HOW TO prepare a Top Customer Service Survey
8. Acquiring Customers & Keeping Them Put yourself in the customers shoes, What does my customer actually want? Standards – making, measuring & managing, What you can measure you can manage, Reinventing your processes to suit the customer, Quality Groups What NOT to Do if you want to keep your customers
9. Those 'Extras' & Miscellaneous Factors Body Language, It's How You Say It that really counts, Your computer isn't always your best friend, The differences between data and information, The 2 "E's" – Ethics & Espionage
10. When the Going Becomes Rough -- What to Do! When you need to say *NO* and how to say it! Seeing Red and Dealing with It! Take the Initiative and Bounce Back
11. Working in the World of the WEB! The Internet has changed the rules & HOW! Automating the personal touch? Clicking with your Customers, Developing Trust & Loyalty – online, Customer Acquisition, Some rules for staying on the road to Success with E-Commerce
12. CRM – It's not just an Option – It's here to STAY! Exactly what is CRM? Is it the Latest & Greatest? How do we use it? Automating the personal touch, Defining the technical requirements, Choosing the right CRM tools, The amazing power of CRM, The correct CRM program for you, What defines success with CRM?
13. Customer Service Management Options of the Future! People Orientated? Technology Orientated? Strategies, How to best organize Customer Service for the future

***OUR SCHEDULE WILL RUN ON CENTRAL STANDARD TIME.**

Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. For more information, please contact the Office of Advisement Services, Business Administration Building, Room 314, (903)886-5133.

COURSE GRADING: Final grades are based upon the Official University policy.

Grade Distribution: The following scale will be used to grade the student:

A = 90%-100%

B = 80%-89.9%

C = 70%-79.9%

D = 60%-69.9%

F = 59.9% or Below

SB assignments (200 points)

3 Individual Exams (360 points)

2 Case (200 points)

Total (760 points)

PLEASE NOTE: All assignments must be completed by the due date. Any late submission will be graded to zero. No extensions or make-up will be allowed unless the absence is cleared

by the instructor **prior to the day the assignment is due**. All work is to be neat and typed with proper attention to grammar, punctuation, and spelling.

EXAMS: There are 3 exams that cover approximately 3 or 4 chapters each. Each exam has approximately 50 multiple choice questions (MC) that will be used to test your knowledge of all materials associated with the course, such as the text, lectures, videos, and possible discussions. Each exam is weighted equally. The exam time limit is 1 hour and 40 minutes. You will not be able to print exams. Exams are not reset-able. Access to the exams will be restricted after the due date. Exams are located in Connect of McGraw Hill publisher. **Please see specific exam schedule in the course schedule below**

Exams will be open from Monday to Sunday midnight of exam week and are open book and any materials. Instructors also will remind you of the exam dates through emails. Please check your email frequently. These will be INDIVIDUAL exams and are not intended for any type of group work. **You have two opportunities for each exam. I will pick up the highest grade.**

Individual Case (100 points)

Case 1: Please read the article below and then address the followings: 1) please provide specific types of services in the business market; 2) please address the value the services play to the customers, the manufacturer, and the retailer, and also please provide the specific business examples.

Article: Yan, R. (2023), *Service Strategies and Channel Coordination in the Age of E-commerce*

Case 2: Please read the article below and then do a search on google.com to address the followings **1) Why buy online and pickup from store is important in the real business world? 2) How to offer such a service in the market efficiently to stimulate customers to buy from the viewpoint of the manufacturer and the reseller?**

Article: Yan, R with coauthors (2024). *The strategic value of buy online and pick up from store service to the dual channel coordination. Journal of Retailing and Consumer Services*, 77, 103648.

This individual case (as a **Word document**) is to be submitted directly to the **DROPBOX under corresponding week. Late projects will not be acceptable.** Please use Times New Roman, 12 point font, and APA format to write **at least ONE FULL page content with single-spaced (title page and references are not counted)**, and then submit it to DROPBOX. **No email submission is acceptable. Article has already been posted in Doc Sharing of D2L.**

IMPORTANT: turnitin.com will be used to check the submitted case papers. **No paper will be accepted for grading if the turnitin.com percentage is greater than 20%. For a grade "A" project, its turnitin must be less than 8%. Paper must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing.**

All works must be completed on time. Late works will not be acceptable.

COURSE SCHEDULE

Week 1

- Please read chapter 1

Week 2

- Please read chapter 2

Week 3

- Please read chapter 3

Week 4

- **Exam I (CH 1-3); Deadline is Sunday of week 3**

Week 5

- Please read chapter 4

Week 6

- Please read chapter 5

Week 7

- Please read chapter 6

Week 8

- Please complete Case 1; **Deadline is Sunday of week 8**

Week 9

- Please read chapters 4-6
- **Exam II (CH 4-6); Deadline is Sunday of week 9**

Week 10

- Please read chapters 7-8

Week 11

- Please read chapters 9-10

Week 12

- Please read chapters 9-10

Week 13

- **Exam III (CH 7-10); Deadline is Sunday of week 13**

Week 14

- Work on case 2

Week 15

- Case 2 is due on December 8

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a ETAMU campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

The instructor's communication response time and feedback on assessments are stated clearly.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Attendance/Lateness, Late Work, Missed Exams and Quizzes and Extra Credit

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a

learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

East Texas A&M University

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

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For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.