

MKTG 1162 : Customer Contact Skills

This course provides students with skills necessary to communicate with customers and successfully manage that relationship in both telephone and face-to-face situations. Topics include: skills to effectively communicate with customers, developing rapport with customers, problem-solving in customer service, telephone skills, sales skills in the service environment, managing the difficult customer, and managing the multicultural customer. Computer-Based Training (CBT) is used to allow students to practice skills using simulated business situations.

Credits 4