

SYLLABUS PART II

EDISON COMMUNITY COLLEGE

MKT218 — CUSTOMER SERVICE FALL LATE 2026

3 CREDIT HOUR ONLINE	INSTRUCTOR: Cindy Frantz, Bachelor of Arts in Organizational Leadership (2016). Master of Business Administration (2019). Email: cfrantz2@edisonohio.edu
	OUTLINE OF CLASS
Week 1 Oct 19-25	Introduction to the Course This week's assignments: (Posts are due on Friday at midnight, responses by Sunday at midnight.) a. Orientation activities: Introductions and Stories forum, and Discussion Board Rules b. Shep Hyken Cab Story – video and discussion c. Explore the entire website and complete the Orientation Quiz in the WEEK ONE ASSIGNMENTS folder d. Obtain an Edison library card and email your instructor that you have done so. You can do this online through the Edison Library link. **There are NO MORE PHYSICAL CARDS** . 1973 + Student ID# is your LIBRARY CARD NUMBER. YOU WILL NEED A CARD TO COMPLETE WEEK 5 of the course!
Week 2 Oct 26-Nov 1	Reading: Chapters 1–2 (What is Customer Service? The Challenges of Customer Service) This week's assignments: (Posts are due on Friday at midnight, responses by Sunday at midnight.) a. Read Chapters 1 & 2 and take quiz b. Customer Service Game, round 1—on Discussion Board c. Expectations and Perceptions Assignment – on Discussion Board d. Two help desks! YouTube video assignment and Discussion Board 10 Bonus points
Week 3 Nov 2-8	Reading: Chapters 3–4 (Problem Solving and Strategy for Success) This week's assignments: (Posts are due on Friday at midnight, responses by Sunday at midnight.) a. Chapters 3 and 4 Reading and quizzes b. Customer Service Game Round 2 – on Discussion Board c. JOURNAL ASSIGNMENT - "On the Fly" (see Assignments page for instructions).
Week 4 Nov 9-15 Mid-Term	Reading: Chapter 5 (Empowerment) This week's assignments: (Posts are due on Friday at midnight, responses by Sunday at midnight.) a. Reading and Quiz– Chapter 5 b. "Give 'em the Pickle Video and Discussion Board

	c. Zig Ziglar “Attitude Makes all the Difference” video and d. “Undercover Boss”— on Discussion Board
Week 5 Nov 16-22	FAST FOOD MYSTERY SHOPPER PAPERS DUE at end of week FIVE – Submit at link on ASSIGNMENTS page! Reading: Chapter 6 (Communications in Customer Service) This week’s assignments: (Posts are due on Friday at midnight, responses by Sunday at midnight.) a. Reading and Quiz – Chapter 6 b. Skill Building: Listening – on Discussion Board – also see page 86 in text. c. Video Discussion: Ohio Link video: Body Language in Customer Service-requires Edison library card to access! 1973 + Student ID#
Week 6 Nov 23-29	Reading: Chapters 7–8 (Coping with Challenging Customers and Motivation) This week’s assignments: (Posts are due on Friday at midnight, responses by Sunday at midnight.) a. Reading and Quizzes—Chapters 7 and 8 b. Video Assignment: the FISH! Philosophy – on Discussion Board c. Find and share a motivational speech – on Discussion Board
Week 7 Nov 30-Dec 6	Reading: Chapters 9–10 (Leadership in Customer Service and Customer Retention) This week’s assignments: (Posts are due on Friday at midnight, responses by Sunday at midnight.) a. Reading and Quizzes – Chapters 9 and 10 b. Skill Building: Leadership Discussion – on Discussion Board c. Student Current Event Article Critique due. Submit to the assignment link on week six page by Sunday night and ALSO post to the Discussion Board for peer review.
Week 8 Dec 7-11 SHORT WEEK	Reading: Chapters 11– 12 (Technology and Customer Service) This week’s assignments: (All course material due by FRIDAY at midnight.) a. Bonus Quiz — Chapter 11 b. Wrap up article critique discussion forum (from week 7) – on Discussion Board c. Student feedback forum – on Discussion Board d. Customer Service as a Student – on Discussion Board

All work for the Fall Late semester in this class must be completed and submitted to your instructor no later than Friday December 12th at 11:59PM.

STUDENT EVALUATIONS

Ten Quizzes WEEKLY	100 Points
Weekly Discussion Forums	230 points
Fast Food Mystery Assignment	100 points
JOURNAL Assignment in Week 3	20 points
Article Critique	50 points
Total	500 points

The total number of accumulated points will be evaluated as follows:

Points	Grade	Percentage
450-500	A	90-100%
400-449	B	80-89%
350-399	C	70-79%
300-349	D	60-69%
Below 300	F	Below 60%

POLICY STATEMENTS

1. All initial posts are due by Friday at 11:59pm. Classmate responses are due on Sunday by 11:59PM each week. As in the physical classroom, attendance is important! You must “attend” our class by logging into the Blackboard course two to three times per week and completing all discussions on time.
2. Written assignments must be submitted on time, as make-up assignments are not typically offered in this course. I understand that unexpected situations may arise; if you are unable to complete an assignment, you must contact me **immediately with a valid reason**. Approval to make up any work is at the instructor’s discretion.
3. Edison State Community College will provide a reasonable accommodations for students with documented disabilities. If you believe you may need an accommodation based on the impact of a disability, contact the instructor privately with your self-identification letter. If you do not have a self-identification letter, contact the Office of Disability Services by emailing disabilities@edisonohio.edu or by calling 937-778-8600. The Office of Disability Services is located on the Piqua Campus in Room 160. For additional information, visit the Disability Services web page at www.edisonohio.edu/disability.

REQUIRED TEXTBOOK

Elaine K. Harris, Customer Service: A Practical Approach, Sixth Edition, 2013.

ACCOMMODATIONS /ACCESSIBILITY AND DISABILITY SUPPORT SERVICES POLICY

Edison State Community College will make reasonable accommodations for students with documented disabilities. If you believe you may need an accommodation based on the impact of a disability, contact the instructor privately with your self-identification letter. If you do not have a self-identification letter, contact Accessibility and Disability Support Services by emailing accessibilitysupport@edisonohio.edu or by calling 937.381.1548. **Accessibility and Disability Support Services** is located on the Piqua Campus in Room 160. For additional information, visit the Accessibility and Disability Services page.

ADVISING SERVICES Edison State's career pathway advisors are your partners in success. A career pathway advisor is the first advisor that you will meet with once you have made the decision to further your education. Together, you and your career pathway advisor will: - Identify the right academic major to set you on your desired career path. - Identify the courses you'll need to accomplish your academic goals. - Help you develop a student plan tailored to your lifestyle and work schedule. - Prepare you to navigate your first semester at Edison State. You can find your career pathway advisor and faculty advisor information, including their email address, by logging into MyESCC and clicking on Student Planning. Go to Plan and Schedule and click on the Advising tab. You may also call 937-778-7850 to connect via phone call.

BOOKSTORE SERVICES

The Edison State Bookstore is here for all your educational supplies including textbooks, access codes, technology, and more! Online at <https://edisonohio.ecampus.com>

CAREER AND JOB SERVICES Our Career and Job Services advisors are dedicated to helping students and alumni advance their professional development as they make career decisions, develop job search strategies, pursue experiential opportunities and secure employment. Career and Job Services also provides career assessments, career information, resume and cover letter help, job postings and resources, tips for interviewing and more. Visit <https://www.edisonohio.edu/Career-and-Job-Services/> for more information.

COMPUTERS If you are working on campus, computers with internet access are available in the internet café. The Library and Tutoring Center has computers and printers available for your use.

HEALTH AND WELLNESS SERVICES Health and Wellness Services are available on the Edison State Piqua campus. The program is dedicated to providing resources that promote healthy lifestyle choices for our students, faculty and staff. Contact Darlene Francis RN, BSN at Room 060, Monday-Thursday 10am-3pm, call 937-778-7840, or email dfrancis@edisonohio.edu

THE CHARGER STATION. We work hard to maintain and expand resources that benefit you as a student. These resources range from the vast library assets and tutoring center—to the fitness and early childhood development centers. We hope these resources aid your success and help you make the most of your time at Edison State. You will find information below about services in place for you as an Edison State student.

Please familiarize yourself with the Student Handbook. The Student Handbook has been compiled to answer many of the questions you may have, as well as explain Edison State policies and procedures. You will also find information on specific processes, from transferring credits to starting a club. Click [here](#) to access the Charger Station.

LIBRARY SERVICES The Edison State library is not only a comfortable place to study, we have an expansive collection of online resources available to help you with your research. Check out the library webpage here: <https://www.edisonohio.edu/Library/>. Libguides and short instructional videos are available to help you use these resources and can be found at: <https://libguides.edisonohio.edu/>. Please contact the library staff with any library questions you may have at library@edisonohio.edu, 937-778-7950, or stop in!

STUDENT WELLNESS CENTER College is stressful! Feeling burnt out, anxious, frustrated? When challenges arise, it's helpful to have someone to talk to. We have partnerships established with many local mental health providers and can connect you with area resources.

The Student Wellness Center helps students navigate obstacles which might cause issues or create a sense of distress during your school year. Edison State has built a network of health professionals to support students. With these partnerships, the Student Wellness Center can assist students who need support in areas such as:

- Recovery and Counseling referral
- Housing
- Food
- Physical well-being

Information and education are also provided on the topics of:

- Alcohol and drug abuse and prevention
- Sexual assault prevention and awareness
- Building healthy relationships
- Inclusion and belonging
- Survivor support
- Self-care
- Anti-Hazing

If you are struggling and need to speak with someone in person, please reach out to Velina Bogart, Coordinator of Student Wellness, at vbogart@edisonohio.edu, 937-778-7854, Room 193 (next door to the Security Office). Walk in hours on campus are Tuesday, Wednesday, Thursday, 8am-5pm. Hours may vary according to the college schedule or events. You may schedule an appointment by clicking [here](#).

If this is a medical emergency, please call 911. If this is a mental health emergency, please call 988.

TECHNICAL SUPPORT SERVICES For Blackboard Assignment issues, the Instructor should be the first point of contact

For Log-in or other technology issues:

There are several steps you can follow if you have issues logging in to Blackboard or Office.

STUDENT RESOURCE CENTER AND CHARGER STATION FOOD PANTRIES

Edison State Community College is proud to assist students needing help to obtain basic necessities. The Student Resource Center and Food Pantry is stocked with all kinds of grab-and-go snacks, meal supplies, toiletries, household needs, and community resources. Stop by and check out our Charger Stations in Room 060 at Piqua, in the student lounge at Troy, in the Brooke-Gould Learning Resource Center at Eaton, and in Room 121 (for personal care items) and pantry items in the student lounge at Greenville.

Getting Help

If you are struggling and need to speak with someone in person, please reach out to Dr. J. Passmore, Dean of Student Affairs, at jpassmore@edisonohio.edu, 937-778-7895, RM 160 (stop at the front desk).

During business hours: Password reset: Log onto office.com with your Edison email and follow the “forgot password” prompts. Reach out for help during regular business hours (9-5 Monday-Thursday, 9-4 Friday)

- email to support@edisonohio.edu

- call 937-778-8600 and ask for IT Help Desk

After hours:

- Password reset: Log onto office.com with your Edison email and follow the “forgot password” prompts

- Go to www.edisonohio.edu into the Resources tab and click "IT Help Desk" then click "Chat".

- Call 937-778-7957 and talk to the off-campus Blackboard company to get help

TITLE IX STATEMENT - Anti-Discrimination, Harassment and Bullying, It is the policy of the College to maintain a learning environment free from bullying, discrimination, sexual harassment, or sexual violence. Title IX federal law protects students, employees and third parties with a relationship to the college. All Edison State Community College employees are required to report all knowledge of incidents that violate the Title IX policy to the Title IX Coordinator or Deputy Title IX Coordinator immediately. Student and employee confidential consultation is available through the Coordinator of Health and Wellness Services. Title IX Policy and procedure language as well as contact information for the Coordinator of Health and Wellness, Title IX Coordinator and Deputy Title IX Coordinator can be found at www.edisonohio.edu/TitleIX/.

TUTORING SERVICES

All Edison State students are eligible to receive free tutoring and learning support services through

our Tutoring Center. Available services include Edison State tutors, both online and in-person, covering a wide variety of courses including various levels of math and paper reviews, online tutoring through OhioLINK eTutoring, distraction-reduced study rooms, and the use of Tutoring Center resources including subject- specific and general study guides. For more information on tutoring services, visit the Tutoring Center in the Library, email us at toringcenter@edisonohio.edu, call 937-778-7959, or visit our webpage at <https://www.edisonohio.edu/tutoring-center/>.

ADDITIONAL SUPPORT SERVICES

For additional help, please click the ASSIST tab on Blackboard or the Edison State Student Resources folder within your course.

TESTING YOUR FAITH ACT POLICY

Edison State Community College is committed to providing an environment respectful of students' beliefs. Students are permitted to be absent for up to 3 days each semester based on their faith, religion, or spiritual belief system with no academic penalty. Students must complete the Testing Your Faith Act Accommodations Form <https://www.edisonohio.edu/Registration-and-Records/> and provide a copy to their individual faculty within 14 days from the start of the course. The entire policy can be found in the student handbook at <http://stage.edisonohio.edu/digipub/StudentHandbook/index.html>.

HIGHER LEARNING COMMISSION

The HLC requires online classrooms to incorporate regular and substantive interaction that engages students with your online course materials. The information below is from my recent attendance at the HLS conference and provides good practices for teaching an online course.

Regular Interaction

An institution **MUST** ensure **regular** interaction between a student and an instructor or instructors by:

- Providing the opportunity for substantive interactions with the student on a predictable and scheduled basis commensurate with the length of time and the amount of content in the course or competency; AND
 - Monitoring the student's academic engagement and success and ensuring substantive interaction with the student when needed on the basis of such monitoring, or upon request by the student.

Substantive Interaction

Engaging students in teaching, learning, and assessment, consistent with the content under discussion, and includes AT LEAST TWO of the following:

- Providing direct instruction (synchronous only)
- Assessing or providing feedback on a student's coursework
- Providing information or responding to questions about the content of a course or competency

- Facilitating a group discussion regarding the content of a course or competency or
- Other instructional activities approved by the institutional or programmatic accrediting agency.

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MKT218S CUSTOMER SERVICE **Fast-Food Mystery Shopper Assignment**

(Challenge Assignment, page 87, applied to the fast-food business category)

Select a fast-food franchise* in your area. Assume that the national franchising headquarters has received complaints about the service, quality, and cleanliness of the unit. You have been sent to inspect and report on what you observe.

Visit this restaurant **on two occasions**. Visit at different times of day and different days of the week. Create a comprehensive checklist or survey for your use as you "shop" this fast-food franchise. Follow the general guidelines presented in our textbook on page 87 for your evaluation. Your survey should **include at least ten** areas of observation relevant to service at this particular restaurant location. (HINTS: For example, you will probably want to record, on each visit, how many customers were served within a 15-minute time frame, how quickly they received their food, and how courteously they were treated. You should observe the number of employees and supervisors working at each visit. Note the cleanliness of observable parts of the restaurant. Inspect the restrooms as well as the exterior and surrounding grounds. Sample the food.

Record the observations for each visit and summarize your findings in a one-to-two-page report. The report should include your fact sheets from each visit. These may take the form of a checklist, spreadsheet, or other format of your choosing. Then, you should include a summary. In your final analysis, **be specific**. Draw conclusions based upon your observations. Are the complaints justified? If improvements are necessary, make concrete recommendations for improving customer service. Finally, be certain to use professional language, marketing terminology, concepts from this course, and correct grammar, spelling, and punctuation. BE sure to provide the dates, times and location of your two visits.

**Please note that for this assignment, fast food is defined as a restaurant where you order food at a counter and take it to a table – no waitstaff.*

