

**SYLLABUS PART II**  
**EDISON STATE COMMUNITY COLLEGE**  
**MKT-218S-802FS — CUSTOMER SERVICE**  
**3 CREDIT HOURS ONLINE**

Term: MKT 218S-802FS  
Class Meeting: Online  
Required Items: Textbook: Elaine K. Harris, Customer Service: A Practical Approach, Sixth Edition, 2013.  
INSTRUCTOR: Linda Carpenter  
Masters: Educational Leadership, Wright State University 2005  
Email: [lcarpenter@edisonohio.edu](mailto:lcarpenter@edisonohio.edu)  
Office Hours: Please note that I do not have an office on campus.  
If you need to meet with me, I am happy to make an appointment with you to do so.

**Assignments and Dates**

|                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Week 1<br>August 24-30   | <b>Introduction to the Course</b><br>This week's assignments:<br><i>(Posts are due on Wednesday at midnight, responses by Sunday at midnight.)</i> <ol style="list-style-type: none"> <li>Orientation activities: Introductions and Stories forum, and Discussion Board Rules</li> <li>Shep Hyken Cab Story – video and discussion</li> <li>Explore the entire website and complete the Orientation Quiz in the WEEK ONE ASSIGNMENTS folder</li> </ol>                                                                            |
| Week 2<br>Aug. 31-Sept.6 | <b>Reading: Chapters 1–2 What is Customer Service &amp; The Challenges of Customer Service</b><br>This week's assignments:<br><i>(Posts are due on Wednesday at midnight, responses by Sunday at midnight.)</i> <ol style="list-style-type: none"> <li>Read Chapters 1 &amp; 2 and take quiz</li> <li>Customer Service Game, Round 1—on Discussion Board</li> <li>Expectations and Perceptions Assignment – on Discussion Board</li> <li>Two help desks! YouTube video assignment and Discussion Board 10 Bonus points</li> </ol> |
| Week 3<br>Sept. 7-13     | <b>Reading: Chapters 3 Problem Solving</b><br>This week's assignments:<br><i>(Posts are due on Wednesday at midnight, responses by Sunday at midnight.)</i> <ol style="list-style-type: none"> <li>Chapters 3 Reading and quiz</li> <li>Customer Service Game Round 2 – on Discussion Board</li> </ol>                                                                                                                                                                                                                            |
| Week 4<br>Sept. 14-20    | <b>Reading: Chapter 4 Strategy for Formulating a Plan for Success</b><br>This week's assignments:<br><i>(Posts are due on Wednesday at midnight, responses by Sunday at midnight.)</i> <ol style="list-style-type: none"> <li>Chapter 4 Reading and quiz</li> <li>JOURNAL ASSIGNMENT - “On the Fly” (<i>see Assignments page for instructions</i>).</li> <li>FAST FOOD WEBSITE REVIEW Discussion Board</li> <li>Customer Segmentations- Discussion Board</li> </ol>                                                               |
| Week 5<br>Sept. 21-27    | <b>FAST FOOD MYSTERY SHOPPER PAPERS DUE THIS WEEK</b><br>(Submit at link on ASSIGNMENTS page)                                                                                                                                                                                                                                                                                                                                                                                                                                     |

|                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                      | <p><i>(Posts are due on Wednesday at midnight, responses by Sunday at midnight.)</i></p> <ul style="list-style-type: none"> <li>a. Mystery Shopper</li> <li>b. Fast Food Customer Segmentation on Discussion Board</li> </ul>                                                                                                                                                                                                                                                                                                      |
| <p>Week 6<br/>Sept.28-Oct. 4</p>                     | <p><b>Reading: Chapter 5 Empowerment</b><br/>This week's assignments:<br/><i>(Posts are due on Wednesday at midnight, responses by Sunday at midnight.)</i></p> <ul style="list-style-type: none"> <li>a. Reading and Quiz– Chapter 5</li> <li>b. “Give ‘em the Pickle Video and Discussion Board</li> <li>c. Zig Ziglar “Attitude Makes all the Difference” video and Discussion Board</li> <li>d. “Undercover Boss”— on Discussion Board</li> </ul>                                                                              |
| <p>Week 7<br/>Oct. 5-11</p>                          | <p><b>Reading: Chapter 6 Communications in Customer Service</b><br/>This week's assignments:<br/><i>Posts are due on Wednesday at midnight, responses by Sunday at midnight.)</i></p> <ul style="list-style-type: none"> <li>a. Reading and Quiz – Chapter 6</li> <li>b. Skill Building: Listening – on Discussion Board – also see page 86 in text.</li> <li>c. Video Discussion: Ohio Link video: Body Language in Customer Service</li> </ul>                                                                                   |
| <p>Week 8<br/>Oct. 12-18</p>                         | <p><b>Reading: Chapters 7 Coping with Challenging Customers</b><br/>This week's assignments:<br/><i>(Posts are due on Wednesday at midnight, responses by Sunday at midnight.)</i></p> <ul style="list-style-type: none"> <li>a. Reading and Quiz—Chapter 7</li> <li>b. Video Assignment: the FISH! Philosophy – on Discussion Board</li> <li>c. Find and share a motivational speech</li> </ul>                                                                                                                                   |
| <p>Week 9<br/>Oct. 19-25<br/>Midterm Grade Check</p> | <p><b>Reading: Chapters 8 Motivation</b><br/>This week's assignments:<br/><i>(Posts are due on Wednesday at midnight, responses by Sunday at midnight.)</i></p> <ul style="list-style-type: none"> <li>a. Reading and Quiz—Chapter 8</li> <li>b. Find and share a motivational speech – on Discussion Board</li> </ul>                                                                                                                                                                                                             |
| <p>Week 10<br/>Oct. 26-Nov.1</p>                     | <p><b>Reading: Chapters 9 Leadership in Customer Service</b><br/>This week's assignments:<br/><i>(Posts are due on Wednesday at midnight, responses by Sunday at midnight.)</i></p> <ul style="list-style-type: none"> <li>a. Chapter 9 Reading and Quiz</li> <li>b. Skill Building: Leadership Discussion – on Discussion Board</li> <li>c. <b>Student Current Event Article Critique due.</b> Submit to the assignment link on week seven page by Sunday night and ALSO post to the Discussion Board for peer review.</li> </ul> |
| <p>Week 11<br/>Nov. 2-8</p>                          | <p><b>Reading: Chapters 10 Customer Retention Measurement of Satisfaction</b><br/>This week's assignments:<br/><i>(Posts are due on Wednesday at midnight, responses by Sunday at midnight.)</i></p> <ul style="list-style-type: none"> <li>a. Chapter 10 Reading and Quiz</li> <li>b. Story Time on Discussion Board</li> </ul>                                                                                                                                                                                                   |

|                                 |                                                                                                                                                                                                                                                                         |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Week 12<br><b>Nov. 9-15</b>     | <b>Reading: Chapters 11 Technology and Customer Service)</b><br>This week's assignments:<br>a. Reading and Quiz 11<br>b. Using Enhanced Technologies on Discussion Board                                                                                                |
| Week 13<br><b>Nov. 16-22</b>    | <b>Reading: Chapter 12 Excellence in Customer Service</b><br>This week's assignments:<br>a. Read chapter 12<br>b. Your best experience -on Discussion Board                                                                                                             |
| Week 14<br><b>Nov. 23-29</b>    | <b><u>(All course material due by SATURDAY at midnight.)</u></b><br>a. Journal Entry-How has AI changed Customer Service<br>b. Wrap up article critique discussion forum (from week 10) – on Discussion Board<br>c. Customer Service as a Student – on Discussion Board |
| Week 15<br><b>Nov.30-Dec. 6</b> | Last Assignments<br>a. AI & Customer Service -on Discussion Board<br>b. Student feedback forum – on Discussion Board                                                                                                                                                    |
| Week 16<br><b>Dec. 7-12</b>     | <b>Finals Week</b><br><b>Last day to turn any missing work in: Saturday 12/12/26</b>                                                                                                                                                                                    |
| <b>December 15,2026</b>         | Final grades must be calculated                                                                                                                                                                                                                                         |
|                                 |                                                                                                                                                                                                                                                                         |

**All work for the semester in this class must be completed and submitted to your instructor no later than Saturday, 12th at 11:59 PM. Grades are due December 15,2026**

## STUDENT EVALUATIONS

The final course grade will be based on the total number of points accumulated by the student. The total number of points that can be earned is outlined as follows:

|                                  |                   |
|----------------------------------|-------------------|
| Eleven Quizzes – 10 points each* | 110 points        |
| WEEKLY Discussion Forums         | 300 points        |
| Fast Food Mystery Assignment     | 100 points        |
| JOURNAL assignment in week 3     | 50 points         |
| Article Critique                 | <u>50 points</u>  |
| <b>Total</b>                     | <b>610 points</b> |

\*There are two bonus discussions in week 1 and 2 for a total of 15 points!

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

| Points    | Grade | Percentage |
|-----------|-------|------------|
| 549-610   | A     | 90-100%    |
| 488-548   | B     | 80-89%     |
| 427-487   | C     | 70-79%     |
| 366-426   | D     | 60-69%     |
| Below 365 | F     | Below 60%  |

## POLICY STATEMENTS

1. All initial posts are due by **Wednesdays 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. Sept. 7, 2026 refund date
3. **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/services-support/registration-records>, located in “Forms” 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 <https://www.edisonohio.edu/services-support/student-resources>

## **REQUIRED TEXTBOOK**

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

## **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 on 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.*