




**COURSE OUTLINE**

**TOUR 151**

**Public Relations & Customer Service**

**45 HOURS  
3 CREDITS**

PREPARED BY:

  
Craig Hansen, Instructor

DATE:

Sept 2, 2014

APPROVED BY:

  
Margaret Dumkee, Dean

DATE:

September 19, 2014

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Course Outline prepared by Craig Hansen, September 9, 2013.

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**APPLIED SCIENCE AND MANAGEMENT**  
Public Relations & Customer Service  
3 Credit Course  
Fall, 2014

**COURSE OUTLINE - FALL 2013**

**TOURISM 151 (TOUR 151)**

**Public Relations and Customer Service**

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<b>Instructor:</b>	Craig Hansen
<b>Office Location:</b>	A2420
<b>Office Hours:</b>	TBA
<b>Telephone/Email:</b>	668-8811 chansen@yukoncollege.yk.ca 668-8762 (Administrative assistant)

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<b>Course Length:</b>	45 hours; 3 credits
<b>Course Days/Time:</b>	Monday        3:00 – 4:30 Wednesday    3:00 – 4:30
<b>Classroom:</b>	Hilltop Bistro Ayamdigut Campus, Yukon College

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**Course Description:**

While excellence in customer service is emphasized across the Food & Beverage Operations program curriculum, this course provides focused knowledge and practical skills in public and customer relations. Topics include interpersonal relations; positive customer attitudes and awareness; image and professionalism; quality customer service; customer service policies and skills; special needs customers; dealing with difficult customers; conflict resolution and negotiation; public speaking; and media relations. Cultural diversity and sensitivity is emphasized throughout, from the Yukon perspective and in meeting the needs of multi-cultural customers.

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### **Learning Outcomes:**

Learning outcomes represent the knowledge, skills and values that students can expect to take with them upon course completion. They also represent what employers can expect to see applied in the workplace. The outcomes approach is different from traditional teaching and learning approaches. The roles of the instructor are facilitator, coordinator and collaborator -- not just lecturer. The roles of the student involve actively collaborating and participating in one's own learning, and synthesizing and analyzing information from a variety of sources and course activities.

Upon successful completion of this course, learners will be able to:

1. Understand how attitudes affect work performance.
  2. Develop and apply positive attitudes and a professional image in the work environment.
  3. Know how to apply personal growth and stress management strategies that improve or renew own attitudes and abilities.
  4. Understand the differences and similarities between internal and external customers.
  5. Know how to function as a member of a customer service team.
  6. Understand and apply the concepts of customer service excellence.
  7. Demonstrate sensitivity to the needs, wants, motivations and expectations of culturally diverse and special needs customers.
  8. Know how to improve customer communications and retention of customers.
  9. Make short presentations to individual customers and groups on products/services offered.
  10. Apply interpersonal, negotiation and conflict resolution skills to cope with difficult or challenging customers.
  11. Solve customer problems and implement recovery action, in the context of organizational policies.
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## **DELIVERY METHODS/FORMAT:**

The instructor's role is to facilitate learning. Lectures will typically be short, and will summarise and enhance material provided in the textbooks and other handouts. The instructor will not cover all of the material in the assigned readings during class. To participate and learn effectively in classroom discussions and activities, **students must come prepared, with assigned reading completed and understood.**

Experiential exercises, individual presentations and small group work will be used extensively to demonstrate and apply human relations and customer service concepts and techniques. These activities reinforce the concepts learned and simulate the attitudes and behaviours expected on the job. Fundamentally, we all know what excellent customer service is. However, developing or honing one's own skills requires practice, and more practice. Customer service and communications workshops are now the most commonly offered staff training modules in all types of organisations. Case problems, class discussions and industry examples are also used throughout the course. Sharing of information and experiences through questions and dialogue is encouraged. Guest speakers and industry resource people will be featured in some class sessions. **For effectiveness and value of the learning process, regular attendance and full participation in class sessions are essential.**

There are short written assignments and exercises in the course, along with individual or small group oral presentations. A mid-term test and final examination are required components of the course.

Each student is entirely responsible for being aware of assignments, due dates, changes to the course schedule, etc., that may arise at any class.

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## **PREREQUISITES:**

None

## **COURSE REQUIREMENTS/EVALUATION:**

A final grade for this course will be assigned on the following basis:

<b>Assignments</b>	30%
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Written assignments and exercises are due at class start time on the date indicated. Ten percent (10%) of the grade allocated to an assignment will be deducted for each calendar day when a written assignment is submitted late. Unless otherwise stated, written assignments must be word processed. Written assignments must also meet business writing standards: clear, complete, concise, and correct in grammar, punctuation and spelling.

Individual or small group oral presentations must be delivered on the assigned date.

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**Mid-term Test** 25%

The mid-term test will be comprehensive, covering all assigned readings to date, handouts, lecture content, classroom activities and course assignments. Short answer and short essay questions will be included.

**Final Examination** 25%

The final examination will be comprehensive, with emphasis on the content covered in the second half of the course. Like the mid-term test, it will include material from assigned readings, handouts, lectures, classroom activities and course assignments.

**Participation** 20%

Because experiential exercises and other classroom activities are such an important component, success in the course is dependent on a high level of participation. The participation mark is weighted accordingly, and part of the assessment will be based on active involvement in class activities with a positive, productive and enthusiastic approach. Therefore, attendance and participation are essential; advise the instructor in advance if you are unable to attend a class.

Total: 100%

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### **Plagiarism**

Plagiarism involves representing the words of someone else as your own, without citing the source from which the material is taken. If the words of others are directly quoted or paraphrased, they must be documented according to standard procedures (APA). The resubmission of a paper for which you have previously received credit is considered a form of plagiarism.

Plagiarism is academic dishonesty, a serious academic offence, and will result in you receiving a mark of zero (F) on the assignment or the course. In certain cases, it can also result in dismissal from the college. And do not underestimate the impact such a situation will have on your reputation.

### **STUDENTS WITH DISABILITIES OR CHRONIC CONDITIONS:**

Reasonable accommodations are available for students with a documented disability or chronic condition. It is the student's responsibility to seek these accommodations. If a student has a disability or chronic condition and may need accommodation to fully participate in this class, he/she should contact the Learning Assistance Centre (LAC) at (867) 668-8785 or [lassist@yukoncollege.yk.ca](mailto:lassist@yukoncollege.yk.ca).

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**Required Textbook(s):**

Sharon Lund O'Neil. *Your Attitude Is Showing: A Primer of Human Relations*. 12th ed.  
ISBN: 0-13-118388-5

Note: It is recommended that students keep their textbooks. As well as being valuable work references, they will be very useful in subsequent courses in the tourism program.

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**EQUIVALENCY/TRANSFERABILITY:**

TBA

**INSTRUCTIONAL REQUIREMENTS:**

Industry experience and/or training in the area of instruction with strong knowledge of public relations & customer service.

**Proposed Syllabus:**

For readings: O = O'Neil, *Your Attitude is Showing*

<b>Class</b>	<b>Date(s)</b>	<b>Topic(s)</b>	<b>Reading</b>
1	Sept. 3	Overview of Course Outline/Processes Introduction(s)	
2	Sept. 8	Human Relations in the Workplace	O: Ch. 1
3	Sept. 10	Make or Break	O: Ch. 2
4	Sept. 15	Positive Attitudes	O: Ch. 3
5	Sept. 17	Stepped on Attitude	O Ch. 4
6	Sept. 22	Working Relationships	O Ch. 5
7	Sept. 24	<i>Myers Briggs questionnaire Angela Neufeld</i>	Handouts
8	Sept. 29	Potential & Productivity	O Ch. 6
9	Oct. 1	Winning Combination	O Ch. 7
10	Oct. 6	<i>Myers Briggs assessment outcomes</i>	<b>Handouts /Discussion</b>

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<b>Class</b>	<b>Date(s)</b>	<b>Topic(s)</b>	<b>Reading</b>
11	Oct. 8	Most Important Working Relationship	O Ch. 8
12	<i>Oct. 13</i>	<i>Thanksgiving (no classes)</i>	
13	Oct. 15	Nature of Relationships Success as a Team Player	O Ch. 9 O Ch. 10
14	Oct. 20	Emotional Intelligence	O Ch. 11
15	Oct. 22	<b>Mid-term Test</b>	
16	Oct. 27	Injured Relationships	O:Ch.12
17	Oct. 29	Culturally Diverse	O Ch. 13
18	Nov. 3	Succeeding in a New Job	O Ch. 14
19	Nov. 5	Initiation Rights	O Ch. 15
20	Nov. 10	Absenteeism	O Ch. 16
21	Nov. 12	Common Mistakes	O Ch. 17
22	Nov. 17	Rumors	O Ch. 18
23	Nov. 19	Goal Setting	O Ch. 19
24	Nov. 24	Strategies	O Ch. 20,21
25	Nov. 26	Leadership	O Ch. 22-24
26	Dec. 1	Assignment #5 Presentations	
27	Dec. 3	Assignment #5 Presentations	
28	Dec. 8	Course Summary/Review, Course Evaluation	
29	Dec. 10	<b>Final Examination:</b> location to be announced	



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### Course Assignments Tour 151

Combined assignment Value is 30% of the Final Grade

- # 1. Write a paper based on the importance of a positive attitude and how such an attitude impacts the work site. Include examples from your own experiences. Due Sept 29<sup>th</sup> (5%)
- # 2. From your own experience in a work environment, explain a situation that required you to deal with solving a human relation problem. Details should include; the problem, how you dealt with it, and what you might do differently today. **Do not reveal confidential information or the actual names of people involved!** Due November 19<sup>th</sup> (5%)
- # 3. Write a paper expressing your opinion of this course. What worked for you, what didn't? What would you like to see more/less of? Overall rating on a scale of 10 with 1 being low and 10 being high. Journal format would also be accepted for this assignment. Due on the day of the final exam. This assignment will not be returned. (5%)
- #4. Submit a description of a variety of stress management strategies. Indicate the top three strategies that you would use. Explain why they would best meet your needs in applying personal growth and stress management. Due December 1<sup>nd</sup> (5%)
- # 5. Deliver a 3 to 4 minute presentation on any subject relevant to the course (you may use content already covered in the textbooks). Follow with a short question and answer period. 2 - 3 minutes (it is recommended that you are prepared to prompt the question period). Supply instructor with a presentation outline by November 5<sup>th</sup>. Supply the group with a short evaluation form for feedback on your performance. You may also ask for verbal feedback. (10%)

**Presentations will be delivered December 1<sup>st</sup> and 3<sup>rd</sup> , 2014**