

Brief Program Description

The Diploma in Managing Customer Relationships is designed to equip students with a comprehensive set of theories, skills, and practices on the most effective ways to manage customer relationships in a business environment. This primarily competency based program focuses on theories and skills of customer management include customer sales techniques, managing customer expectation, managing customer scenarios, and understanding customers in a North American business setting. Students will gain knowledge through individual as well as group based instructional models lead by instructors with professional experience in the field. Along with practical leadership skills, the customer relationship theory and practices will be particularly useful to those students who are looking to perform front facing work in organizations where there is direct interaction with customers using various sales channels. With an understanding of how to interact with the customer, this program provides and develops students to a level of competence in the skills, knowledge and attitudes needed for entering the work force and helping any organization achieve both short and long term success.

Post Program Career Occupation* (if applicable)

- *Lead sales service support*
- *Head of Customer support in service industry*
- *Sales person*
- *Customer service leader or supervisor*

Admission Requirements

International Students must:

- *Complete high school or be a mature student of 18 years and older.*
- *Reach an IELTS 5.5 (academic) or TOEFL 70 or equivalent or achieve a VGC Level 6 Upper Intermediate or pass the VGC placement test.*
- *Pass an admissions interview.*

Domestic Students must:

- *Complete high school.*
- *Pass an admissions interview.*

Learning Objectives*

Upon completion of this program the successful student will have reliably demonstrated the ability to:

- *Recall and generalize broad information about Canadian business best practices.*
- *Prepare and execute various customer service strategies.*

Diploma in Customer Relationship Management

- *Recall, generalize and demonstrate various techniques relating to customer sales and product requirements.*
- *Recall and generalize broad information about marketing concepts and practices for consumers in Canadian business.*
- *Conduct and demonstrate best practices in customer service and customer service situations through role-playing.*
- *Recall, generalize, and demonstrate approaches in handling various customer situations*
- *Recall, generalize and demonstrate leadership skills as it relates to staff management and customer management.*
- *Recall and demonstrate various leadership techniques through role-playing*
- *Recall and demonstrate basic business financial calculations.*
- *Demonstrate job search skills including creation of job application documents with Microsoft Office™*
- *Demonstrate effective communication skills in business writing and business presentations.*

Method(s) of Evaluation*

- *In-class quizzes*
- *In-class mid terms*
- *In-class individual and team presentations*
- *In-class final examination in each course*
- *Participation*

Completion Requirements*

Student must attain and maintain an 80% attendance in each course, achieve a minimum of 70% in each course.

Program Duration

- *Instructional hours: 480 hours*
- *Length of program 6 months*

Homework Hours

- *Students can expect minimum of 250 hours from the program.*

Delivery Method(s)

Indicate how the program is delivered

- In-class instruction*
- Online Self-Study*
- Supervised Group Work*
- Distance education*
- Combined delivery (both in-class and distance)*

Required course materials

Textbooks:

Diploma in Managing Customer Relationships

1. *Business Essentials 8E - Pearson*
2. *Marketing: An Introduction 6E - Pearson*
3. *Selling Today: Creating Customer Value 7E - Pearson*
4. *Contemporary Business Mathematics 11/E - Pearson*
5. *Developing Leadership Abilities 2/E - Pearson*
6. *Customer Service: Career Success Through Customer Loyalty 6E – Pearson*
7. *Your Office: Getting Started with Business Communication - Pearson*

Computer laptop or Notebook, Microsoft Office 2013 (minimum), WiFi and Internet ready

Program Organization*

For programs with work experience component(s) list the number of hours of instruction for each work experience component of the program. List the work experience element in the order in which it is provided along with the other courses in the program.

Title of Course/Work Experience Component *	# of Hours*
Marketing Essentials	80 Hours
Applied Leadership in the Workplace	80 Hours
Practical Sales Techniques	80 Hours
Practical Business Calculations	80 Hours
Principles of Managing Customer Relations	80 Hours
Introduction to Canadian Business Management	80 Hours
Total Program Hours	480 hours