

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 including 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.

Co-Op Placement Opportunities

- *After sales service support staff*
- *Customer support in hotels, restaurants or call center*
- *Customer Service Agent*
- *Retail support*
(NOC list 6211, 6421, 6411)

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.*

Domestic Students must:

- *Complete high school*

All students must meet the following language requirements:

- *A minimum of 3 years completed between grades 8-12, including English 11 with a grade of 'C' or higher from a country where English is one of the principal languages, **OR***
- *Completion of 2 years of full-time post-secondary education at an accredited institution (not including language development courses) where English is the language of instruction in a country where English is one of the principal*

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languages, **OR**

- Successful completion of VGC's Intermediate University Preparation program, **OR**
- Reach an IELTS 5.5 (academic), or have one of the equivalent tests listed below:
TOEFL iBT: 46, CAEL: 40, CELPIP: L&S 6, R&W 5, Duolingo English Test (DET): 95, Pearson Test of English (PTE) Academic: 43, Cambridge FCE: 160 or Grade C, Cambridge Linguaskill: B2, LANGUAGECERT Academic: B2, The Michigan English Test (MET): B2, iTEP Academic: 3.5, EIKEN: Grade Pre-1

****Test results must be dated no more than two (2) years before the start date of the program****

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.
- 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.

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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, and must complete 80% of their co-op hours to graduate

Program Duration

- *Instructional hours: 540 hours*
- *Co-Op: 540 hours*
- *Length of program: 12 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:

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

For the Practical Business Calculations course, it is strongly recommended that students purchase the Texas Instrument BAii Plus Calculator before starting the course. As an alternative, students can also purchase the BA Finance Plus app on Android or Apple smartphones.

Program Organization

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
Job Search	20 hours
Capstone	40 hours
Co-op (22.50 hours/week x 24 weeks)	540 hours
Total Program Hours	1080 hours