



Colorado CTE Course – Scope and Sequence

Course Name	Customer Service	Course Details	.5 Semester long
		Course = 0.50 Carnegie Unit Credit	
Course Description	Enables students to learn the relationship of self to customers, problem solve and understand the importance of communicating with customers. Specific emphasis is given to managing customer expectations by building customer rapport and creating positive outcomes.		
Note:	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all competencies are covered. Course aligns to CCNS (MAR160). Please contact your local community college for further information regarding opportunities for credit.		
SCED Identification #	12167	Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allow for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.	
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills			

COURSE COMPETENCIES AND OUTCOMES

COMPETENCIES

The competencies you will demonstrate in this course are as follows:

- A. Explain the importance of customer service.
- B. Demonstrate effective communication skill face-to-face, via telephone, email, etc.
- C. Evaluate the impact of effective customer relationships and customer loyalty.
- D. Develop interpersonal communication skills.
- E. Analyze Customer Service and how it relates to consumer behavior.
- F. Discuss social and cultural traditions/perceptions of customer service.
- G. Assess the causes of service breakdown and the recovery process.
- H. Analyze customer service from the consumer perspective.
- I. Demonstrate the ability to meet challenges and changes in customer service.

The module outcomes that will permit you to demonstrate course competencies are:

MODULE 1

Outcomes & Competencies



1. Define customer service. A
2. Compare examples of customer service. A, C, E, H
3. Generalize the five needs of every customer. E, H
4. Determine what contributes to customer perceptions. A, H
5. Consider trends in customer service. I

MODULE 2

Outcomes & Competencies

1. Generalize the problem-solving process. A, E, H, I
2. Demonstrate negotiation skills. B, D, I
3. Apply the problem-solving process. A, B, C, D, E, F, H, I
4. Identify examples of the influence of culture in the organization and in the customer service provided. F

MODULE 3

Outcomes & Competencies

1. Identify and use the five main methods of communication. B, D, E, F, H, I
2. Explain importance of communication in customer service. A, B, D, E, H, I
3. Recognize mistakes made with customers. A, D, E, F, G, H, I

MODULE 4

Outcomes & Competencies

1. Explain the value of retaining customers. A, C, E, G, I
2. Evaluate effectiveness in meeting customer needs. A, C, D, G, H, I
3. Evaluate the importance of availability, accessibility, and accountability to meet the needs of the twenty-first century customer. B, E, F, G, H, I
4. Identify the strengths and weaknesses of the technology used by companies. B, D, G, H, I

MODULE 5

Outcomes & Competencies

1. Detail examples of active companies that are succeeding in outstanding customer service. A, C, E, F, H, I
Construct a customer service plan which analyzes practices of a company and proposes recommendations. A, B, C, D, E, F, G, H, I

(*Outcomes and Outline from CCOnline)

CTSO Integration

FBLA

- Client Service
- Help Desk
- Sales Presentation
- Organizational Leadership
- Business Communication
- Introduction to Business Presentation



- Introduction to Business Procedures

DECA

- Professional Selling and Consulting Events