



**TRINITY VALLEY COMMUNITY COLLEGE  
NON-CREDIT COURSE SYLLABUS**

**Course Rubric & Title:** MRKG 1001 (MRKG 1003)—Customer Relationship Management

**Instructor Name:** Carol Dyckman

**Office Hours:** MTWTF 9:00AM – 5:00PM CT

**Campus:** The Results Companies: Palestine

**Office Location:** 200 Vista Ridge Drive, Palestine, TX 75801

**Office Phone & Alternate Phone #s:** 903-480-0000

**TVCC E-mail Address:** NA (carol.dyckman@resultstel.com)

**Course Description:** General principles of customer relationship management including skills, knowledge, attitudes and behaviors. Students will examine internal and external customer relationship management strategies. Lab is part of this course and it is the practice of theory and skills (with lab).

**Course Co- or Pre-Requisites:** Results Training 4 to 6 weeks and Grad School

**Textbook(s) & ISBN:** NA

**Required/Recommended Reading(s):** Results Training Material and subsequent reading material provided by Site Operations Director (Carol Dyckman) and team as training progresses.

**Required Materials:** NA

**Learning Outcomes:** Examine internal and external customer relationship management (CRM) strategies. Communicate and follow up with customers on work progress to maintain customer satisfaction and public relations; communicate technical information in a clear, precise and logical manner; and identify verbal and non-verbal communications skills.

## **Course Requirements: NA**

**Outline of Course Schedule:** November 26th to December 14th , 2016 - course consists of up to 18 meeting days (64 on the job contact hours)

**Classroom Policies:** Policies follow TRC's company handbook (can be provided upon request)

## **Cheating/Plagiarism:**

Scholastic dishonesty shall include, but not be limited to, cheating on a test, plagiarism, and collusion. "Cheating on a test" shall include

- (a) Copying from another student's test paper
- (b) Using test materials not authorized by the person administering the test
- (c) Collaborating with or seeking aid from another student during a test without permission from the test administrator
- (d) Knowingly using, buying, selling, stealing, or soliciting, in whole or in part, the contents of an un-administered test
- (e) The unauthorized transporting or removal, in whole or in part, of the contents of the un-administered test
- (f) Substituting for another student, or permitting another student to substitute for oneself, to take a test, and
- (g) Bringing another person to obtain an un-administered test or information about an un-administered test.

"Plagiarism" shall be defined as the appropriating, buying, receiving as a gift, or obtaining by any means another's work and the unacknowledged submission or incorporation of it in one's own written work.

"Collusion" shall be defined as the unauthorized collaboration with another person in preparing written work for fulfillment of course requirements.

**The student who engages in cheating, plagiarism, or collusion may receive a failing grade.**

## **Drop Policy:**

**Students who do not complete the course will receive a grade of “F” unless a statement is given in writing and signed by the student of his/her intention to withdraw from the course. With the submission of a statement the grade Will be given as a “W”. The grades appear on a permanent transcript at TVCC.**

### **Research Resources:**

The student is encouraged to use the TVCC Libraries as research resources for this course. Students can search the TVCC Library Resource Center holdings through the on-line catalog. Electronic library resources provide access to full-text and abstract articles as well as links to a variety of remote research tools. The physical library contains a specialized collection of research materials specifically chosen to support the degrees and courses offered at TVCC. Students with research questions or questions about library services are encouraged to email their question to [lrc@tvcc.edu](mailto:lrc@tvcc.edu).

### **Technology Resources/Access:**

Each student, employee, or guest with an information technology (IT) account shall be responsible for all use of the account. All accounts shall be for use by a single individual – the person for whom the account was approved or assigned. This includes e-Course accounts as well as TVCC issued email accounts. Sharing or loaning accounts is strictly prohibited and violates TVCC Board Policy CT (LOCAL).

### **Additional Information:**

You should develop a backup plan should your system or your Internet provider fail you. This is not a valid excuse for missing a deadline. The college provides many opportunities for using equipment as do many public libraries.

### **Student’s Responsibility:**

This syllabus contains information, policies and procedures for a specific course. By enrolling, the student agrees to read, understand, and abide by the rules, policies, regulations, and ethical standards of Trinity Valley Community College as contained in the current catalog and schedule of classes.

### **Student Evaluation of Courses/Faculty:**

Evaluation is an important component in promoting continuous improvement, enhancing student learning, and achieving excellence in the educational process. Students are encouraged to complete the course evaluations for all of their courses.

**Affirmative Action:**

TVCC is an affirmative action/equal opportunity institution which provides educational and employment opportunities on the basis of merit and without discrimination or harassment in full compliance with the Civil Rights Act of 1964, as amended; the Rehabilitation Act of 1973 (Section 503,504); Americans with Disabilities Act, as amended, Title IX of the Educational Amendments of 1972; the Vietnam Era Veterans Assistance Act of 1974; Article 5221k V.A.C.S.; and Executive Orders 11246 and 11758.

**Title IX of the Education Amendments:**

TVCC prohibits discrimination, including sexual harassment and retaliation, against any student on the basis of race, color, religion, gender, national origin, disability, or any other basis prohibited by law. Any student who believes that he or she has experienced prohibited conduct or believes that another student has experienced prohibited conduct should immediately report the alleged acts to an instructor, counselor, administrator, or the Title IX Coordinator. TVCC has designated the Director of Human Resources/Title IX Coordinator as the individual who is responsible for coordinating its efforts to comply with Title IX of the Education Amendments of 1972, as amended. Contact information is:

*Director of Human Resource/Title IX Coordinator*

*Office Phone: 903-675-6215*

**American with Disabilities Act (ADA)**

Trinity Valley Community College provides equal opportunities for academically qualified students with disabilities and ensures access to a wide variety of resources and programs. The passage of Section 504, Federal Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990 requires that the college make certain special arrangements for students with disabilities such as moving classes to accessible locations when necessary, allowing the use of tape recorders, sign language interpreters, or other educational auxiliary aids, making special test arrangements, and other accommodations. The college will make reasonable accommodations for qualified students with a diagnosed physical and/or learning disability who have been admitted to the college and request accommodations.

Students with disabilities who wish to request accommodations should notify the Disability Services Office on their campus. In accordance with federal law, a student requesting accommodations must provide documentation of his/her disability to the Disability Services counselor. For more information, please visit the Disability Service Office on your campus or contact Melinda Berry at 903-675-6224 or email [mlberry@tvcc.edu](mailto:mlberry@tvcc.edu). For

additional information, please visit:

<http://www.tvcc.edu/guidance/studentswithdisabilities.aspx>.