

Minnesota

Articulated College Credit Agreement

www.CTEcreditMn.com

Articulated College Credit Agreement

Through Articulated College Credit (ACC), specific college curriculum learning outcomes and assessments are embedded in participating high school career and technical education (CTE) programs as specified in this agreement. Relevant knowledge, skills, and standards are taught by qualified CTE high school instructor(s) in one or more high school course. ACC is awarded if the student meets the college equivalency standards and later enrolls in the college(s) listed below requiring the course in a specific program.

Agreement Name: Customer Service
Agreement Reviewed/Revised: 2023-24

These credits are valid for students in grades 10-12 for 5 years from the completion of this course.

College	College Course	College Programs	ACC
Alexandria Technical & Community College	MKTG 2515 – Quality Customer Service	*Business Transfer Pathway (A.S.- Elective – 60 cr.) *Fashion Management (A.A.S.– 64 cr.) *Marketing & Sales Management (A.A.S. – 64 cr.) *Retail Management (Cert. – 25 cr.)	3 of 3 credits
Dakota County Technical College	MKTC 1100 – Fundamentals of Sales		1 of 3 credits
Hennepin Technical College	BUSN 1150 – Introduction to Service & Work Team Strategies	*Management (A.A.S.- 60 cr.) *Marketing and Sales (A.A.S. – 60 cr.) *Supervisory Management (Cert. – 16 cr.)	3 of 3 credits
Minnesota West Community & Technical College	ADSA 1141- Customer Service for Office Professionals	*Administrative Assistant (A.A.S. – 60 cr.; Diploma – 35 cr.)	2 of 2 credits
Normandale Community College	BUSN 1210 – Exceptional Customer Service	*Hospitality Management (A.A.S. Degree – 60 cr.) *Business, Marketing & Management (A.A.S. Degree – 60 cr.)	3 of 3 credits
Rochester Community & Technical College	AOP 2614 – Customer Relations Management	*Executive Office Professional (A.A.S. - 60 cr.) *Administrative Office Professional (Diploma - 31 cr.)	3 of 3 credits

Course Description

This course will examine exceptional customer service issues that are key to building a successful customer driven organization.

Course Content Goals

To obtain Articulated College Credit, students must complete the high school course and complete course examinations and lab projects with an **85% or better grade**.

1. Introduction to customer-centric service
2. Serving a diverse population of customers
3. Customer action, behavior, customer loyalty, and exceptional service
4. Attitude, angry customers, and relationship building
5. Resolving customer problems and complaints
6. Recovering from and winning back the angry customer
7. Problem solving, time and stress management skills
8. Communication essentials
9. Customer focused listening skills
10. Nonverbal communication, dress, and manners
11. Effective telephone, email, web-based, in-person customer service
12. Customer service technologies
13. Managing, training, and rewarding superior customer service

Course Learning Outcomes

- Define true customer service
- Learn proper training for exceptional service
- Learn how to motivate and empower employees for exceptional customer service
- Deliver the service and fix the problem
- Learn the proper role of the CSR
- Learn how to deal with customer behaviors
- Determine how to create customer loyalty
- Tailor customer service to the global world
- Learn how to serve a diverse population

Reference Text

Gibson's *The World of Customer Service*, 3rd, South-Western publisher.

Course Assessments

Students must achieve an **85% or better in the high school course** to be eligible for articulated college credits. Evaluations can include but are not limited to:

- Class participation
- Quizzes
- Exams
- Student created evaluation tools to evaluate customer service in various businesses
- Business interview with customer service focus
- Case Studies
- Discussion Boards
- Final Project

Recommended Industry-Recognized Certifications Or Comprehensive Assessments – College & High School

Certification or Assessment	Vendor	Other Information
SkillsUSA Employability	Skills USA/ Career Essentials	www.careeressentials.org
21 st Century Skills for Workplace Skills	NOCTI	www.nocti.org
21 st Century Success Skills (300)	Precision Exams	www.precisionexams.org