

# Minnesota State College Southeast

## ADMS 2421: Online Customer Service Strategies

### A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: 2

Lab Hours/Week: 4

OJT Hours/Week: \*.\*

Prerequisites:

ADMS 1421 - Customer Service Concepts

Corequisites: None

MnTC Goals: None

Building on customer service concepts learned in prior coursework, students will apply their skills and knowledge to online technology used in the customer service profession. Students will assess the need for online customer service and support, develop effective strategies for providing customer service online, and will learn the foundations of building and maintaining an online social media presence for business. (Prerequisite: ADMS1421 Customer Service Concepts) (4 credits: 2 lecture/2 lab)

**B. COURSE EFFECTIVE DATES:** 06/23/2016 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Assess the need for online customer service and support
2. Develop effective strategies for online customer service
3. Create and/or maintain an online social media presence for business

### D. LEARNING OUTCOMES (General)

1. Identify the need for online customer service
2. Characterize the customer-base for online customer service
3. Analyze virtual customer service representative career field
4. Explore various online communication tools and channels
5. Analyze tools/channels as a customer
6. Determine effective strategies for using online tools/channels
7. Model effective online customer service (via simulations)
8. Determine the importance of social media in business
9. Outline social media goals and strategies for business
10. Explore target audiences and engagement techniques
11. Select and create social media content
12. Create or enhance a social media business page or event page

### E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

## **G. SPECIAL INFORMATION**

Students may be required to create accounts with a variety of online communication tools/channels. Guidance will be provided to protect the privacy of students.