

Northern Marianas College

CURRICULUM ACTION REQUEST

Course: MG239 Principles of Customer Service

Effective Semester / Session: Spring 2026

Type of Action:






- New
- Modification
- Move to Inactive (Stop Out)
- Cancellation

Course Alpha and Number: MG239

Course Title: Principles of Customer Service

Reason for initiating, revising, or canceling:

To update the course textbook, prerequisite, course outline, instructional goals and student learning outcomes to align with the current development of the service industry.

Yunzi Zhang 	11/7/2025
Proposer	Date
Barbara C. Hunter 	07/11/25
Academic Unit Head	Date
 Adam Walsh	10.28.25
Language & Format Review Specialist	Date
Yunzi Zhang 	07/11/25
Academic Council Chair	Date
Lorraine C. Maui 	07/11/25
Dean of Academic Programs & Services	Date

Course: MG239 Principles of Customer Service

1. Department

School of Business

2. Purpose

This course provides students with the basic concepts, techniques, and current trends in the customer service industry. Special areas of emphasis include problem solving, motivation, leadership, development of a customer service culture and strategy, creating customer service systems, coping with challenging customers, new customer service technologies, customer retention, and measuring customer satisfaction.

3. Description

A. Required/Recommended Textbook(s) and Related Materials

Required:

Hoffman, D. & Bateson J. (2024). *Service Marketing: Concepts, Strategies, & Cases*. Cengage Learning, Inc. Latest Edition.

Recommended: None

B. Contact Hours

1. **Lecture:** 3 per week / 45 per semester
2. **Lab:** None
3. **Other:** None

C. Credits

1. **Number:** 3
2. **Type:** Regular Degree Credits

D. Catalog Course Description

The service industry plays a crucial role in the global economy, contributing significantly to GDP and employment. As economies transition from manufacturing to service-oriented models, the sector drives growth by providing essential services that improve quality of life and support other industries. This course introduces the service industry and its strategic development through the lens of globalization, socio-economic shifts, and technological advancements. The course emphasizes adaptability to local market conditions to improve the process of customer service and services marketing. It encourages the students to embrace evolving consumer needs in an ever-changing economy where dynamism is achieved through resilience. Prerequisite: MG206. (Offered in Fall).

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E. Degree or Certificate Requirements Met by Course

This course is required for the A.A.S. in Hospitality Management and in the Certificate of Completion in Hospitality Operations.

F. Course Activities and Design

Course activities include: short lecture, discussion, reading assignments, small group activities, guest speakers, videos, oral presentations, field trips, and other related instructional activities.

4. Course Prerequisite(s); Concurrent Course Enrollment

Prerequisites: MG206 or upon approval of the instructor
Concurrent Course Enrollment: None

Required English/Mathematics Proficiency Level(s)

English Placement Level: EN101
Mathematics Placement Level: None

5. Estimated Cost of Course; Instructional Resources Needed

Cost to the Student: Tuition for a 3-credit course, instructional materials fee, and the cost of the textbook.

Cost to the College: Instructor's salary.

Instructional resources needed for this course include: white board and markers, multimedia projector and screen.

6. Method of Evaluation

Student learning will be evaluated based on group activities, homework, midterm and final exams. NMC's grading and attendance policies will be followed.

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7. Course Outline

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

- 1.0 Introduction to Customer Service
 - 1.1 Definition and importance of customer service
 - 1.2 Overview of customer service in different industries
 - 1.3 The growth of the global service economy and workforce
 - 1.4 Social responsibility and customer service

- 2.0 Differentiating between Goods & Services
 - 2.1 Intangibility, inseparability, heterogeneity, and perishability of service
 - 2.2 Risks and uncertainties in customer service
 - 2.3 Technology-oriented solutions and challenges in customer service

- 3.0 Social Responsibility, Ethics & Customer Service
 - 3.1 Ethical considerations for service providers
 - 3.2 Environmental and social governance of service enterprises
 - 3.3 Ethical decision-making for service marketers

- 4.0 Consumer Behavior in Services Marketing
 - 4.1 The process of consumer decision-making
 - 4.2 Nonsystematic approach of consumer decision-making
 - 4.3 Consumer satisfaction models
 - 4.4 Common measures and practices of consumer behavior analysis

- 5.0 The Process of Service Operations & Delivery
 - 5.1 The stages of competitive service operations
 - 5.2 Classic models of contemporary service delivery
 - 5.3 Designing and constructing service blueprint

- 6.0 Pricing Strategies for Customer Service
 - 6.1 The relationship between service cost, service price, and service value
 - 6.2 Demand and customer considerations for service pricing
 - 6.3 Profit and product considerations for service pricing

- 7.0 Developing a Servicescape
 - 7.1 Considerations for service communication
 - 7.2 The Sense-Organize-Interpret Model
 - 7.3 Physical environment of service
 - 7.4 The relationship between employees and customers

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- 8.0 Data Collection & Analysis of Consumer Satisfaction
 - 8.1 Industry models and frameworks for measuring customer satisfaction
 - 8.2 Factors influencing customer satisfaction
 - 8.3 Customers expectations and perceptions of service encounters
 - 8.4 Considerations for service design based on customer satisfaction
- 9.0 Customer Loyalty & Retention
 - 9.1 The benefits and importance of customer loyalty
 - 9.2 Common designs of customer loyalty programs
 - 9.3 Defection management for loyalty retention
- 10.0 Developing A Service Culture
 - 10.1 Assessment of the current corporate culture
 - 10.2 Strategies to facilitate cultural change towards service
 - 10.3 Understanding service operations logic
 - 10.4 Changing culture through people and systems

8. Instructional Goals

The course will introduce students to:

- 1.0 Key strategic concepts and theories in modern customer service and service marketing;
- 2.0 Major considerations of customer service strategy development and market segmentation;
- 3.0 Common barriers to excellent customer service and methods for minimizing an/or eliminating these barriers;
- 4.0 Scholarly knowledge and industry practices about contemporary service thinking and service culture building;
- 5.0 Leadership skills in cultivating a strong service culture through people and systems;
- 6.0 Customer relationship management frameworks and tools;
- 7.0 Traditional and new media applications in customer service marketing; and
- 8.0 Diversity, inclusion, and social responsibilities in customer service design.

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9. Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1.0 Explain major customer service industry sectors and their specific service activities, techniques and processes;
- 2.0 Evaluate customers' needs, wants, expectations, and perceptions in service consumption processes;
- 3.0 Examine the differences between goods and services, including their implications for marketing strategy development;
- 4.0 Design service system design based on the analysis of consumer behavior data for a specific market;
- 5.0 Apply the appropriate theories, tools and frameworks to develop customer-oriented services marketing strategies; and
- 6.0 Develop customer services marketing analysis using written oral communication for individual assignments and for group work.

10. Assessment Measures of Student Learning Outcomes

Assessment of student learning may include, but not be limited to, the following:

- 1.0 Assignments;
- 2.0 In-Class Activities;
- 3.0 Quizzes;
- 4.0 Exams;
- 5.0 Projects; and
- 6.0 Oral Presentations.