

# CLARKE COUNTY HIGH SCHOOL

2023-2024

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## WHY CS&S?

- Be recognized for your excellent customer service skills!
- College & Career Ready Indicator
- DECA

## SUPPLIES

Required:

- Folder with Paper  
\*Can be shared with another class
- Pencils
- Pens (Blue/Black Ink)
- Highlighters
- Positive Attitude

Optional Needed:

- Kleenex
- Hand Sanitizer
- Paper Towels

## RESOURCES

- Google
- Microsoft 365
- Schoology
- ClassEquity
- NRF Foundation/Penn Foster
- Disney Institute—Be Our Guest Reading

## CUSTOMER SERVICE AND SALES

### COURSE DESCRIPTION

Customer Service and Sales is designed to provide instruction on basic principles of customer service and selling. This course focuses on the identification and classification of customer services, technology literacy issues related to customer service, and the human relations, leadership, organizational, and communication skills necessary for success in customer service. In addition, this course offers instruction related to selling and sales, including professional sales, sales presentations, types of compensation, and characteristics and traits associated with successful selling.

There are no prerequisites for this course.

### PROGRAM GOAL OF THE BUSINESS MANAGEMENT AND ADMINISTRATION / MARKETING DEPARTMENT

The goal of the Management/Marketing department is to prepare students to be competent in the area of business/marketing by functioning in a technological society. Students who complete sequenced courses will be able to obtain entry-level positions in areas of business such as administrative support, human resources, operations, management, business information, office technology, and more.

### STUDENT EVALUATION

The use of various procedures ensures that students of all abilities can be successful. Any student who is having difficulty should notify the instructor immediately. Students and parents may access PowerSchool to see students' grades at any time.

| Evaluation Criteria  | Method of Evaluation  | % of Grade |
|----------------------|---|------------|
| Assessments          | Tests, projects, etc.   | 55%        |
| Daily Activities     | Weekly assignments including notes, vocabulary, classwork, group work, etc. | 35%        |
| Employability Skills | Work ethic in the classroom, clocking in for class, bell ringers, etc.      | 10%        |

The grading system above calculates to be 75% of the student's grade. The 9 Weeks/Final Exam are weighted to be the remaining 25% of the student's grade.

### GRADING SCALE

A = 90-100  
B = 80-89  
C = 70-79  
D = 60-69  
F = 59 or below

### ATTENDANCE

The attendance policy is outlined in the Clarke County High School Student Handbook and Code of Conduct. Make-up work must be completed and returned within 5 days of the student's return to class, as stated in the handbook.

**ATTENDANCE MATTERS.**  
**ALL DAY, EVERY DAY**

### CUSTOMER SERVICE & SALES CERTIFIED SPECIALIST CERTIFICATION



You will master customer service and sales skills, including understanding the customer life cycle, developing effective strategies to engage customers, assessing customer needs and closing sales. You will also gain crucial workplace skills that include problem-solving, working in teams, reading customer body language and increasing customer satisfaction and retention.

### CAREER TECHNICAL STUDENT ORGANIZATION (CTSO)

Career and technical student organizations (CTSO) are integral, co-curricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.



### MISSION STATEMENT

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

**DUES:** \$20 per school year

(includes National, State, and Local Dues)

**WHY DECA?** Chapter Campaigns, Travel Opportunities, Competitive Events, **AND MUCH MORE!**

## CULMINATING PRODUCT

Students will work with a variety of learning materials in this class to help them become the best employee they can be through excellent customer service skills and selling skills. Along with a traditional classroom resources, students will also learn through an in class reading project of the 'Be Our Guest: Perfecting the Art of Customer Service' book that was written by the Disney Institute, the world's leader in providing excellent customer service skills. Finally, students will be offered the opportunity to showcase their skills through different scenario-based assignments.

Exceeding expectations rather than simply satisfying them is the cornerstone of the Disney approach to customer service. Disney Institute, which specializes in helping professionals see new possibilities through concepts not found in the typical workplace, is revealing even more of the business behind the magic of quality service. Be Our Guest highlights the key processes and best practices that have made Disney a trusted and revered brand around the world for more than eighty-five years.

REVISED AND UPDATED EDITION

**BE OUR  
GUEST**

Perfecting the Art  
of Customer Service

Disney  
INSTITUTE  
with Theodore Kinni

## CLASSROOM MANAGEMENT PROCEDURES

### DAILY EXPECTATIONS

1. Be on time. Anyone who is tardy must report to the office for a tardy slip.
2. Come to class prepared, ready to work, and actively participate everyday. Don't forget to clock-in!
3. Students should remain seated until the teacher has dismissed you. When dismissed, make sure your workstation is clean and your chair is completely pushed under your workstation.

### CLASSROOM RULES

1. There should be no disruptive behavior during class.
2. All communication in class should remain professional—profanity, sexual remarks, and discouraging comments to other students will not be tolerated.
3. Any student caught cheating will receive a grade of zero as well as disciplinary action.
4. Your cell phone should only be used for educational purposes, with the teacher's permission. Distraction through use of a cell phone is not allowed.

(See Mrs. Lowe's Electronic Device Policy on page 4 of the syllabus.)

5. Passes out of class are limited, just like time off in the workplace.

### TECHNOLOGY RULES

All students must take and pass a classroom safety test with a grade of 100 as required by the Alabama State Department of Education. In addition, all students enrolled are expected to have read and abide by the guidelines set in place by the Clarke County Board of Education and Clarke County High School related to computer usage and behavior.

1. **Eating and drinking in the computer lab is a privilege. If it is abused, the class will go to eating and drinking being prohibited.**
2. Keep your workstation clean, neat and orderly — this includes clear of trash, no rolling around in the chairs, or moving chairs from station to station.
3. Do not change or attempt to change any settings on the computer. These settings are controlled by the Clarke County Board of Education.
4. Computer equipment should be treated with respect. Do not mark on any computer hardware, remove labels, modify settings, surf inappropriate sites, etc.
5. If there are problems with computer equipment, notify the teacher.
6. Students should never print without the teacher's permission.
7. All computer use must have an educational basis. There should be **no video games or YouTube videos** without the teacher's permission.
8. Never share your username or password. If you are locked out of an account, please let the teacher know.
9. Students should not touch other students computers—this includes shutting down, unplugging devices, etc.
10. At the end of class each day, students should always log out of their accounts.

### CLASSROOM CONSEQUENCES

The infractions listed above as well as offenses listed in the handbook will typically be handled in the following manner but are subject to teacher discretion based on severity and number of occurrences:

**1st offense—verbal warnings, 2nd offense—teacher interventions, and 3rd offense—disciplinary referrals.**

## COURSE OF STUDY CONTENT STANDARDS

### BUSINESS BASICS

1. Demonstrate digital literacy related to customer service.

### COMMUNICATION SKILLS

2. Demonstrate the communication skills necessary for success in customer service.
3. Apply conflict and dispute resolution techniques.

### CUSTOMER RELATIONS

4. Identify the types of customer service.
5. Describe and demonstrate the human relation skills required for effective customer service.
6. Describe the duties of a customer service representative.
7. Describe and perform telephone and online activities applicable to customer service.
8. Describe the importance of utilizing follow-up techniques after a sale has been completed.

### SALES AND PROMOTION

9. Compare and contrast wholesale, retail, and professional sales and their effects on the economy.
10. Analyze and apply the steps needed for effective sales presentations.
11. Describe the characteristics and behaviors of a successful salesperson.
12. Utilize effective techniques and procedures for customer service sales activities.

### ETHICS

13. Identify ways that businesses are obligated to follow through and meet positive expectations created by their advertising and marketing.
14. Gather and share information on ethical requirements in customer service and sales.

### CUSTOMER SATISFACTION

15. Examine and share information on the importance of business image and reputation selling.
16. Explore the methods businesses use to promote customer satisfaction.

### CAREER OPPORTUNITIES

17. Develop a plan for pursuing a career in customer service and sales.

## FOUNDATIONAL STANDARDS

Foundational standards, shown below, are an important part of every course. Through these standards, students learn and apply safety concepts, explore career opportunities and requirements, practice the skills needed to succeed in the workplace, develop leadership qualities and take advantage of the opportunities afforded by Career and Technical Student Organizations (CTSOs), and learn and practice essential digital literacy skills. The foundational standards are to be incorporated throughout the course.

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.

## ESSENTIAL QUESTIONS

What digital tools are used in the customer service industry?

How are communication skills used in customer service and sales careers?

What types of activities are necessary in the customer service and sales industry?

How is the sales process effectively completed?

Are there any ethical issues that could happen in the customer service and sales industry?

Why is customer satisfaction critical to the success of a business?

What careers are available in the customer service and sales industry?

## MRS. LOWE'S ELECTRONIC DEVICES POLICY

You are enrolled in the Management/Marketing program and will be given the opportunity to learn to use electronic devices in the classroom just how they should be used in the workplace—in a PROFESSIONAL manner. Electronic devices are used in some capacity in workplace settings, however, they must never be a distraction from your work. Utilizing electronic devices in the classroom is a privilege that comes with expectations, rules, and consequences. Electronic devices refers to cell phones, smart-watches, earbuds/headphones/AirPods, and school Chromebooks.

**Cell phones and AirPods should be out-of-sight/out-of-mind or placed in the charging pouch station at the beginning of each class block.**

**Once instruction time has ended and you are able to retrieve your devices, the following policies apply:**

1. Phones should **NEVER** be in use while teacher is talking and giving instruction.
2. Calling/receiving calls or using FaceTime in class is **STRICTLY** prohibited.
3. Taking pictures and/or videos, Snapchat, TikTok, etc. is not allowed unless it is for a class activity, with teacher permission.
4. Gaming devices/systems/remotes are not allowed.
5. No headphones, earbuds or AirPods should be on/in your ears, unless the teacher has given permission.
6. When permitted to listen to music, sound must be at an appropriate level so others can not hear. No singing and dancing.
7. If you need to charge your devices, **NEVER** plug them into the computer or surge protectors. Only the charging pouch station may be used.

## CONSEQUENCES FOR MISUSE

Should a student violate the expectations listed above or engage in activities that are inappropriate for electronic device use in the classroom **the teacher will send the device to the office for the student or parent to retrieve.**

**Additionally, the teacher reserves the right to ban any students from usage of electronics in class at any time should the misuse be a continuous distraction or overwhelmingly inappropriate.**

## EMBEDDED NUMERACY & LITERACY

**Embedded Numeracy Anchor Statement (reference QPI 2.2):** Improve student mathematical skills in a Project-Based Learning environment through technical related activities that prepares students for successful transition into a high demand-high wage occupation in the 21st century workforce.

**Example:** Students work to understand discounts and markdowns and how they apply to retail.

**Embedded Literacy Anchor Statement (reference QPI 2.3):** Improve the reading, writing, and comprehension skills in a Project-Based Learning environment through technical related activities that prepares students for a successful transition into a high demand high-wage occupation in the 21st century workforce.

**Example:** Students learn to interpret policies and procedures laid out in an employee handbook.

## CTE DUAL ENROLLMENT/ARTICULATED CREDIT

CTE dual enrollment and/or articulated credit opportunities available to students through Coastal Alabama Community College.

## PHILOSOPHY STATEMENT

The Clarke County Board of Education and the Career/Technical Educators believe that:

- Career/technical education should provide to your youth an opportunity to acquire marketable job skills, occupational knowledge, positive attitudes for entering and continuing in satisfying and productive work of their choice and abilities; and
- Career/technical education is vital to the State of Alabama and essential to the economy because it develops in the individual a belief in the dignity of work, pride in accomplishment and a desire to learn; and
- Career/technical education is an integral part of, and makes a significant contribution to the total education process. This process includes vocational guidance and counseling in connection with such training or for the purpose of facilitating occupational choices and job placement.

It is the official policy of the Clarke County Board of Education that no person shall, on the grounds of race, color, handicap, sex, religion, creed, national origin, or age, be excluded from participation in, be denied the benefits of, or be subject to discrimination under any program, activity, or employment.

# CUSTOMER SERVICE & SALES

Signature Page

## ELECTRONIC DEVICE STUDENT AGREEMENT

By initialing below you are stating that you have reviewed and understand Mrs. Lowe's rules specifically related to the usage of electronic devices in the classroom.

- I understand that my priority in this class is always my schoolwork.  
Initial here: \_\_\_\_\_
- I understand that I am expected to keep my electronic devices out-of-sight/out-of-mind or placed in the charging station pockets at the beginning of each class block.  
Initial here: \_\_\_\_\_
- I understand that if I am violating the expectations regarding electronic devices, I am affecting my employability skills grade and my devices taken up and could lose my privileges all together.  
Initial here: \_\_\_\_\_

## CONFIRMATION OF SYLLABUS

By signing this agreement you are stating that you have received a copy of the syllabus for the Business Management & Administration/Marketing program at Clarke County High School. Please review this document, sign, date, and return this as evidence that you are familiar with the class, rules, and expectations.

\_\_\_\_\_  
Printed Name of Student

\_\_\_\_\_  
Signature of Student

\_\_\_\_\_  
Date