

## Customer Service Certificate 19-104-3

Lakeshore Technical College's Marketing Program is proud to create an innovative and progressive certificate in customer service. Developing long term relationships with consumers is critical to remain competitive in business today. The Customer Service Certificate will assist managers, marketers, and employees in developing customer service skills to meet the needs of consumers in the service sector. For more information, call Kerri Bramstedt at (920) 693-1342 for more information. Classes are scheduled in the evenings for five or eight weeks or offered online at LTC Cleveland campus.

### *COURSE DESCRIPTIONS*

#### **10-104-102 Principles of Marketing (3 credits)**

...introduces the student to the consumer decision process model, the basis used to segment a market, and the stages of the product life cycle to determine the impact these stages have on the marketing mix. (Offered Traditional day, evening or online) **COREQUISITE:** Word and PowerPoint skills

#### **10-104-109 Customer Service Techniques (2 credits)**

...assesses participants' skills in customer relations, judgment and business development and provides training in connecting with customers, healing customer relationships, and dealing with customer needs. (Offered online only)

#### **10-104-111 Customer Interaction Skills (2 credits)**

...prepares the student for effective communication. Content includes writing memos, reports, drafting e-mail messages, developing effective speaking skills, resolving customer disputes, and promoting excellent customer relations. (Offered online only)

#### **10-104-194 Service Management (3 credits)**

...prepares the student to differentiate product and service characteristics; apply the concept of service quality; assess the perceived value of customer satisfaction, and create a customer service strategy. (Offered online only)

There is a test-out available for Word, PowerPoint, Excel, and Internet/Email classes.

**You will not be granted access to participate in online courses until you have successfully completed the Online Orientation.**

## **CUSTOMER SERVICE CERTIFICATE PROGRAM**

*Classes are scheduled on various evenings from 5:30 – 9:30 p.m.*

Word, PowerPoint, and Excel skills are recommended prior to the start of this program.

<b>Principles of Marketing</b> (This course has co-requisites of Word and PowerPoint before enrolling)	<b>(Monday) January 19 – March 16, 2009</b>	<b>(10-104-102) Class # 21018</b>	<b>Amy Gehrig</b>
<b>Online-Service Management</b>	<b>January 12 – May 4, 2009</b>	<b>(10-104-194) Class # 20503</b>	<b>Mike Reisenauer</b>
<b>Online-Customer Service Techniques</b>	<b>January 19 – May 4, 2009</b>	<b>(10-104-109) Class # 20462</b>	<b>Mike Reisenauer</b>
<b>Customer Interaction Skills</b>	<b>TBA</b>	<b>(10-104-111) Class # TBA</b>	<b>Mike Reisenauer</b>
<b>Online-Principles of Marketing</b>	<b>TBA</b>	<b>(10-104-102) Class # TBA</b>	<b>Mike Reisenauer</b>

*You will need to complete an LTC application form and pay \$10 to apply for the certificate program.*

For questions or detailed information, call Kerri Bramstedt at  
1.888.GO TO LTC (1.888.468.6582), Ext. 1342  
or e-mail at [kerri.bramstedt@gotoltc.edu](mailto:kerri.bramstedt@gotoltc.edu)



# CUSTOMER SERVICE CERTIFICATE

19-104-3



SPRING 2009

## CUSTOMER SERVICE CERTIFICATE

The Customer Service Certificate is designed to provide the training and preparation to be successful in all aspects of customer service. After the student successfully completes the eight courses, a Customer Service Certificate will be awarded recognizing both the academic accomplishment and your ability to demonstrate your skills.

- o Principles of Marketing (Online or Traditional)  
(Co-requisites to enroll - Word and PowerPoint required)
- o Customer Service Techniques (Online)
- o Service Management (Online)
- o Customer Interaction Skills (Online)

Contact us at:  
**gotoltc.edu**  
info@gotoltc.edu

**1.888.GO TO LTC**  
(1.888.468.6582)  
TTY: 920.693.8956

**NCA-Accredited**

Persons requiring accommodations to access services should call Lakeshore Technical College's Conference Center at Ext. 1167, seven (7) days in advance of the need.

*LTC is an equal opportunity/access employer and educator.*

1290 NORTH AVENUE  
CLEVELAND WI 53015-1414  
RETURN SERVICE REQUESTED

