



Syllabus: **CAG133 Customer Service, Management and Marketing**

| Course Information | |
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| Course Prefix/Number: CAG133 Semester: Fall 16 Class Days/Times: Thursday 5:30pm-8pm | Credit Hours: 3 Course Title: Customer Service, Management and Marketing Room: Executive Boardroom Desert Diamond Casino |

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| Instructor Information: Name: Neal M Wade Text 520-403-0002 Google Voice 520-329-5940 | Phone/Voice Mail: 520-383-0039 E-mail: nwade@tocc.edu Office location: Ha Mascamdam Ha-Ki #104 Office hours: M,W 9-11am T,R 1-3pm |
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Course Description: This course examines the customer service, management and marketing practices that are the basis for delivering high quality casino gaming services. Students learn about selling, promoting and positioning services and to apply marketing concepts within the gaming industry. The course covers customer behavior and expectations, techniques for building customer loyalty, and the relation of those elements to creating a responsible and successful business environment. Students learn the importance of employee development and organizational culture, the basics of supervision, managing staff and players, and counseling and employee relations

- Course Objectives:**
1. To develop an understanding of the casino resort business and its culture.
 2. To develop a working knowledge of the casino industry.
 3. To develop the customer service skills that are required in the casino industry
 4. Enhance the decision making skills that lead to higher profits, customer satisfaction and employee satisfaction.

Student Learning Outcomes (SLOs) : (Three to Six)

After completion of the course students will be able to:

1. Deliver excellent customer service.
2. Operate at a higher level of professional skill and competency.
3. Make better business decisions.

Course Structure:

This course will consist of Lecture, Discussion, Reading, Research, and Exploratory essays and Examination.

Texts and Materials:

Casinos: Organization and Culture; Roberts, Hashimoto
Casino Customer Service, The Win-Win Game; Thompson, Comeau

Evaluation and Grading & Assignments:

There are 1000 points possible in this course

Attendance: 200 points

Research paper: 200 points

Essays:400 points

Final exam: 200 points

Grading:

A= 900+ points

B= 800-899 points

C= 700-799 points

D= 600-699 points

F= 599 points or less

Himdag Cultural Component: Students will learn how the casino industry assists the Tohono O'odham Nation by acting as an economic asset supporting the Tohono O'odham culture.

Policies and expectations- minimally

Participation and thinking are required!

Attendance is mandatory and consists of 20% of the grade.

All students are expected to complete their own work.

Students will be required to have read the text before class and be prepared for discussion.

Late Work will be accepted but with a 10 point penalty for each class session that it is late.

Missed exams and quizzes must be made up with in one week of issuance

Plagiarism will result in a "0" score for that assignment and reported to the Dean

Student behavior will also be conducted per the school's code of conduct.

Tohono O'odham Community College complies with

the Americans with Disabilities Act of 1990 and Section

504 of the Rehabilitation Act of 1973, as amended. In addition, TOCC complies with other applicable federal and state laws and regulations that prohibit discrimination on the basis of disability.

Reasonable accommodations, including materials in an alternative format, will be made for individuals with disabilities when a minimum of five working days advance notice is given. Students needing accommodations are encouraged to contact the Vice President of Student Services, at (520) 383-8401. For additional information, see the TOCC Student Handbook.

Course Outline:

1. Management
 - a. Organization
 - b. Finance
 - c. Supervision
 - d. Leadership
2. Marketing
 - a. Advertising
 - b. Logistics
 - c. Communication
3. Customer Service
 - a. Value
 - b. Expectations
 - c. Service Delivery

DISCLAIMER: This syllabus is designed to evolve and change throughout the semester based on class progress and interests. You will be notified of any changes as they occur.