

CTE Course Description and Standards Crosswalk

Course Information	
Course Name	Customer Service
Course Number	85030
Number of High School Credits	.5
Sequence or CTEPS (You must first have the Sequence or CTEPS entered into the EED-CTE system.)	Accounting, Allied Health, Animal Science, Architect, Automotive Technology, Cabinetry, Carpenter, Culinary Arts, Food Service, Early Childhood & Services, Emergency & Fire Management Services, Entrepreneurship, Finance, Health Informatics, Horticulture, Justice & Law, Lodging Management, Logistics, Network Technician, Office Specialist, Outdoor Power Equipment, Pre-Engineering, Pre-Nursing, Sports & Fitness, Support Technician, Travel Coordinator, Web Design/Graphic Artist,
Date of district Course Revision	October 2014
Career & Technical Student Organization (CTSO)	
CTSO embedded in this sequence	SkillsUSA
Occupational Standards	
Source of Occupational Standards	Skills USA; National Business Educators Association (NBEA)
Names/Numbers of Occupational Standards	Customer Service (CUS); Career Development (CD), Marketing (MK), Communication (CM), Business Law (BL), International Business (IB)
Registration Information	
Course Description (brief paragraph – as shown in your student handbook or course list)	Customer Service is designed to explore the actions of customers and the processes they navigate through in their decision-making processes. Also explored will be the context of the interaction between the customer and salesperson and what constitutes positive customer service. All students would benefit from this class no matter what career interests they have.
Instructional Topic Headings (please separate each heading by a semi-colon)	Career Investigation; Introduction to Sales and Service; Product Knowledge; Human Relations; Encourage Career and Technical Student Organization (CTSO) Involvement
Summative Assessments and Standards	
Technical Skills Assessment (TSA)	No
Course addresses:	
New Alaska ELA and Math Standards	Yes
Alaska Cultural Standards	Yes
All Aspects of Industry (AAI)	Yes
Core Technical Standards	Yes
Employability Standards	Yes
Employability Standards	
Source of Employability Standards	State of Alaska
Tech Prep	
Current Tech Prep Articulation Agreement? (Y/N)	no
Date of Current Agreement	
Postsecondary Institution Name	
Postsecondary Course Name	
Postsecondary Course Number	
# of Postsecondary Credits	

Additional CTE Course Information

Author	
Course developed by	Revised by Kathy Kern
Course adapted from	Customer Service
Date of previous course revision	January 2006
Course Delivery Model	
Is the course brokered through another institution or agency? (Y/N)	No

Standards Alignment

Student Performance Standards (Learner Outcomes or Knowledge & Skill Statements)	Specific Occupational Skills Standard	Common Technical Core Standards	New Alaska ENG/LA Standards	New Alaska Math Standards	Alaska Cultural Standards	Employability/ Career Readiness Standards	All Aspects of Industry/ Systems	Assessment
Investigate careers in customer service.	CD	BM 3	WHST.9-10.6, WHST.9-10.10		B 2,3,4; C 4; E 7,8	A 1,2,3,5,7; B 1,2,3,4,5	Technical Skills, Labor, Work Habits Planning	AKcis
Identify the importance of customer service to the business.	MK IIA	BM 2,4,5	WHST.11-12.7, SL.9-12.3	F-BF.1.; F-LE.1.	B1,2,3,4; C4; E7,8	A 2,5	Planning Mgmt Community Technology	National Retail Federation - National Professional Certification in Customer Service
Identify the reasons why it is important to make a good first impression.	CD	BM 4	SL.9-10.3; RST.9-10.1		B 2,3,4; E 7,8	A 2,5	Planning Mgmt Technical Skills Technology Community	NRF - PCCS

DISTRICT NAME: Mat-Su Borough School District

Student Performance Standards (Learner Outcomes or Knowledge & Skill Statements)	Specific Occupational Skills Standard	Common Technical Core Standards	New Alaska ENG/LA Standards	New Alaska Math Standards	Alaska Cultural Standards	Employability/ Career Readiness Standards	All Aspects of Industry/ Systems	Assessment
Describe varying customer needs and the steps to accommodate those needs.	CM II Skills USA CUS 2.0&3.0	BM 2,3,4,5,6	RST.9-10.3; RST.9-10.9; SL.9-10.4	S-CP.9	B 2,3,4; C 4; E 7,8	A 2.5	Community Mgmt Technology	NRF - PCCS
Distinguish effective and ineffective communication methods with customers (internal and external).	CM II	BM 4,5	SL.9-10.4; SL.11-12.4; SL.11-12.5; SL.11-12.6	S-CP.9.	B 2,3,4; C 4; E 7,8	A 2,5	Technical Skills Technology Community Mgmt	NRF - PCCS
Model employability skills (soft skills – punctuality, work ethic, integrity, etc).	ASCA C:A1.4 C:A2.1,7,8, 9	CRP 1, 2, 9	SL11-12.2	S-IC.6 S-ID.9	B2, 3, C4	A,1-7 B 1-5	Work Habits	Portfolio YES Employability Skills
Develop effective job-seeking skills (including application, cover letter, resume, interview, and thank you letter).	ASCA C:1.1,3 C:A2.2,6	CRP 1, 2, 4, 10	RST 9-10.4 WHST9-10, 2a-e		B2, C4, D6	A3 B1		Portfolio Resume
Identify workplace issues and concerns (internal customers, external customers, safety, labor laws, and policies and procedures).	C:A 2.4,5	CRP 1, 2, 4, 5, 8, 9	L9-12.6 RST11-12.7 SL9-101a-d, 3	S-ID.9	E7, 8 B2, 4 C4	A5, 6, 7	Labor, Health/Safety	Portfolio Oral Presentation
Identify and explain the stages of a customer's decision-making process.	Skills USA CUS3.0	BM 4,5	SL.9-10.4; SL.9-10.6	S-CP.9; S-MD.6; S-MD.7	B 2,3,4; C 4; E 7,8	A 2,5	Planning Technical Skills Community Hlth/Safety	NRF - PCCS
Be able to identify, describe, and model positive ethics, integrity, honesty and plagiarism.	BL.A CD.III.A IB.IV MK.II	BM 2,4,5	WHST.9-10.8; WHST.9-10.7		B 2,3,4; C 4; E 7,8	A 1,2,5,6,7	Community Labor Technology Technical Skills	NRF - PCCS

DISTRICT NAME: Mat-Su Borough School District

Instructional Resources

List the major instructional resources used for this course: (websites, textbooks, essential equipment, reference materials, supplies)

Recommended Text: Customer Service-Skills & Concepts for Success, Robert W. Lucas

Resources: www.nif.com

Alaska Career Information System: www.akcis.org