



INSTRUCTIONAL PACKAGE

SPT 102

Customer Services in Sports Tourism

201810

FALL 2018

INSTRUCTIONAL PACKAGE

PART I: COURSE INFORMATION

Effective Term: Fall 2018

COURSE PREFIX: SPT 102

COURSE TITLE: Customer Services in Sports
Tourism

CONTACT HOURS: 3.0

CREDIT HOURS: 3.0

RATIONALE FOR THE COURSE:

SPT 102 is a required course in the Sports Tourism Associate Degree Program. SPT 102 will help you for your internship by providing for you the basic concepts for providing excellent customer service that will help with “repeat business,” customer loyalty and customer satisfaction.

COURSE DESCRIPTION:

SPT 102 – Customer Service in Sports Tourism

This course focuses on the fundamentals of effective, interpersonal communication, and awareness of the diverse needs of sports tourism audiences.

PREREQUISITES/CO-REQUISITES:

COMPASS Reading 78 and Writing 65 or Credit level [ENG 032](#) Minimum Grade of C or SAT Critical Reading 420 and COMPASS Pre-Algebra 40 or SAT Math 370 or ACT 16 or Credit level [MAT 032](#) Minimum Grade of C

REQUIRED MATERIALS:

Please visit the Bookstore online site for most current textbook information. Use the direct link below to find textbooks.

[BOOKSTORE](#).

Enter the semester, course prefix, number and section when prompted and you will be linked to the correct textbook.

ADDITIONAL REQUIREMENTS:

Basic writing supplies, computer access on and off campus. You must be able to have access to D2L and check it regularly. I will use this platform to communicate with you regarding classroom conversations, schedule and more. Class cancellation, assignment due dates and class updates will always be posted on D2L.

TECHNICAL REQUIREMENTS:

Access to Desire2Learn (D2L), HGTC's student portal for course materials.
WaveNet and D2L email access.

CLASSROOM ETIQUETTE:

No cell phones, iPads or computers turned on unless instructed to use them by instructor. You will be asked to leave if you violate this policy, and if you are asked to leave, you will be counted as absent.

ATTENDANCE POLICY:

Students must attend 80% of the class meetings. Students are allowed 6 full class days missed without withdrawal. Absences are "no fault." Absences count the same regardless of reason. Be on time for class!

MAKE-UP TEST POLICY:

No make-ups on exams and/or quizzes except for extreme circumstances approved in advance by the professor.

Part II: Student Learning Outcomes**COURSE LEARNING OUTCOMES and ASSESSMENTS*:****Module #1**

Materials Covered: Chapter 1
SFA Power point training
***Assessment(s):** Complete class review activity.
Unit Test

Learning Outcomes:

1. Explain how guest service is both a science and an art
2. Define meeting and exceeding guests' expectations
3. Describe examples of good and bad service
4. Explain the value of a returning customer
5. Explain why the integration of customer service in the sports world is vitally important

Module #2**Materials Covered:** Chapters 2 and 3***Assessment(s):** Complete class review activity
Unit Test**Learning Outcomes:**

1. Define aspects of customer service
2. Describe the tangibles and intangibles of customer service
3. List and describe the levels of customer service
4. Describe what the customer really wants when it comes to service
5. Explain why the customer is always right

Module #3**Materials Covered:** Chapters 4, 6 and 7***Assessments:** Complete class review activity
Unit Test**Learning Outcomes:**

1. Describe the front of the house and the back of the house and explain the difference
2. Explain the importance of the front desk employees as it relates to customer service
3. Explain the importance of the event scheduler in relation to customer service
4. Explain why it is imperative to know your product when customers arrive, what's being offered and where to go

Module #4

Materials Covered: Oral Presentations
Chapters 8, 10 and 11

***Assessments:** Complete class review activity
Unit Test

Learning Outcomes:

1. Explain why it is important to know your customer
2. List four things you can do to remember your customers
3. Define the cost-benefit analysis
4. Explain the importance of background information when planning for events
5. Describe the things necessary to plan for an event (Are they returning or are they first-timers?)

Module #5

Materials Covered: Chapters 12 and 13 and Oral Presentations

Assessments: Complete class review activity
Complete oral presentation
Unit test

Learning Outcomes:

1. Describe what sports tourism look for in prospective employees
2. Describe how to make teams work
3. Describe how to best communicate visually and vocally
4. Define marketing
5. Explain the importance of demonstrating personal and procedural expectations for employees

Part III: Grading and Assessment:**REQUIRED COURSE MEASURES/ARTIFACTS:**

Unit Quizzes	33%
Chapter Assignments	
Classroom Engagement/Participation	16.65%
Oral Presentation	16.65%
Final Examination	33%

EVALUATION OF REQUIRED COURSE MEASURES/ARTIFACTS*

Students' performance will be assessed and the weight associated with the various measures/artifacts are listed below.

EVALUATION*

Unit Quizzes	100 points
Chapter Discussion Questions & Classroom Engagement	50 points
Oral Presentation	50 points
Final Examination	100 points

****Students, for the specific number and type of evaluations, please refer to the Instructor's Course Information Sheet.***

270+points	= A
240 – 269	= B
210 – 239	= C
180 – 209	= D
179 and below points	= F

GRADING SYSTEM:

State the College's or departmental grading system as delineated in the Catalog. Please note the College adheres to a 10 point grading scale A = 100 – 90, B = 89- 80, C = 79 – 70, D = 69 – 60, F = 59 and below. You must have your Dean's approval if changes in the scale are made.

Grades earned in courses impact academic progression and financial aid status. Before withdrawing from a course, be sure to talk with your instructor and financial aid counselor about the implications of that course of action. Ds, Fs, Ws, WFs and Is also negatively impact academic progression and financial aid status.

The Add/Drop Period is the first 5 days of the semester for **full term** classes. Add/Drop periods are shorter for accelerated format courses. Please refer to the academic calendar for deadlines for add/drop ([ACADEMIC CALENDAR](#)). You must attend at least one meeting of all of your classes during that period. If you do not, you will be dropped from the course(s) and your Financial Aid will be reduced accordingly.

EVALUATION OF REQUIRED COURSE MEASURES/ARTIFACTS:

Performance is assessed for each measure as follows:

Unit Quizzes: Accuracy of information

Chapter Assignment Question(s): Accuracy of information, presentability

Classroom Engagement/Participation: Demonstrated knowledge and preparation

Oral Presentation: Presentability, preparation, accuracy of information

Final Examination: Accuracy of information

ASSIGNMENTS: Course assignments will consist of question(s) provided for each chapter. The questions can be found in content section under “Getting Started” within D2L. *Late assignments will not be accepted except for extreme circumstances approved by the professor.*

CHEATING POLICY: If you are Caught Cheating on a paper, quiz, exam or homework assignment, the following will occur:

1. You will receive a “0” on the assignment and may be withdrawn from the class.
2. Cheating/copying is considered an act of academic misconduct, and you will be reported to Student Affairs.
3. Should you be given a second chance, a second offense will result in a “withdrawal fail” in the course. This will stay on your permanent record.

SLEEPING IN CLASS: This is a zero tolerance policy. You will be given one warning, and after the one warning, you will be asked to leave class, and you will be counted absent.

Part IV: Attendance

Horry-Georgetown Technical College maintains a general attendance policy requiring students to be present for a minimum of eighty percent (80%) of his or her classes in order to be eligible to receive credit for any course. However, due to the varied nature of courses taught at the College, a more rigid attendance policy may be required by individual instructors. At a minimum, a student may be withdrawn from a course(s) after he or she has been absent in excess of ten percent (10%) of the total contact hours for a course. **Instructors define absentee limits for their class at the beginning of each term; please refer to the Instructor Course Information Sheet.**

For online and hybrid courses, check your Instructor’s Course Information Sheet for any required on-site meeting times. Please note, instructors may require tests to be taken at approved testing sites, if you use a testing center other than those provided by HGTC, the center may charge a fee for its services.

Part V: Student Resources

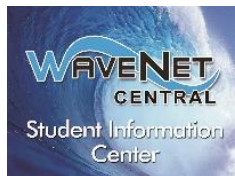


The Student Success and Tutoring Center (SSTC)

The SSTC offers to all students the following **free** resources:

1. **Academic coaches** for most subject areas, **Writing Center Support**, and **college success skills**.
2. **On-line student success and academic support resources**.

Visit the SSTC website: [Student Success & Tutoring Center](#) and visit the student services tab in your WaveNet account to schedule appointments using TutorTrac. For more information, call: SSTC Conway, 349-7872; SSTC Grand Strand, 477-2113; and SSTC Georgetown, 520-1455. Room locations and Live Chat is available on the SSTC website.



Student Information Center: WaveNet Central (WNC)

WNC offers to all students the following **free** resources:

1. **Getting around HGTC:** General information and guidance for enrollment!
2. Use the [Online Resource Center \(ORC\)](#) for COMPASS support, technology education, and online tools.
3. **Drop-in technology support or scheduled training** in the Center or in class.
4. **In-person workshops, online tutorials and more services** are available.

Visit the WNC website: [Wavenet Central](#). Live Chat and Center locations are posted on the website. Or please call one of the following locations: WNC Conway, 349-5182; WNC Grand Strand, 477-2076; and WNC Georgetown, 520-1473.

Student Testing: (If course is offered in multiple format include this section, delete if only F2F sections are offered.)

Testing in an **online/hybrid** course may be accomplished in a variety of ways:

- Test administered within D2L
- Test administered in writing on paper
- Test administered through Publisher Platforms

Further more tests may have time limits and/or require a proctor.

Proctoring can be accomplished either face-to-face at an approved site or online through RPNOW, our online proctoring service. To find out more about proctoring services, please visit the [Online Testing](#) section of the HGTC's Testing Center webpage.

The **Instructor Information Sheet** will have more details on test requirements for your course.

Disability Services

HGTC is committed to providing an accessible environment for students with disabilities. Inquiries may be directed to Jocelyn Williams, Director of Student Development on the Conway Campus Jaime Davis, Counselor/Advisor on the Georgetown Campus or Kristin Griffin, Counselor on the Grand Strand Campus. These individuals will review documentation of the student's disability and, in a confidential setting with the student, develop an educational accommodation plan.

Note: It is the student's responsibility to self-identify as needing accommodations and to provide acceptable documentation. After a student has self-identified and submitted documentation of a disability, accommodations may be determined, accepted, and provided.

Statement of Equal Opportunity/Non-Discrimination Statement

Horry Georgetown Technical College prohibits discrimination and harassment, including sexual harassment and abuse, on the basis of race, color, gender, national or ethnic origin, age, religion, disability, marital status, veteran status, sexual orientation, gender identity, or pregnancy in educational programs and/or activities.

Title IX Requirements

Horry Georgetown Technical College prohibits the offenses of domestic violence, dating violence, sexual assault, and stalking. Any student who believe he or she has experienced or witnessed discrimination including sexual harassment, domestic violence, dating violence, sexual assault or stalking is encouraged to report such incidents to one of the College's Title IX Coordinators.

*Faculty and Staff are required to report incidents to the Title IX Coordinators when involving students. The only HGTC employees exempt from mandatory reporting are licensed mental health professionals (only as part of their job description such as counseling services).

Inquiries regarding the non-discrimination policies:	
Student and prospective student inquiries concerning Section 504, Title II, and Title IX and their application to the College or any student decision may be directed to the Associate Vice President for Student Affairs.	Employee and applicant inquiries concerning Section 504, Title II, and Title IX and their application to the College may be directed to the Associate Vice President for Human Resources.
Dr. Melissa Batten, AVP Student Affairs <i>Title IX Coordinator</i> Building 1100, Room 107A, Conway Campus PO Box 261966, Conway, SC 29528-6066 843-349-5228 Melissa.Batten@hgtc.edu	Jacquelyne Snyder, AVP Human Resources <i>Section 504, Title II, and Title IX Coordinator</i> Building 200, Room 212A, Conway Campus PO Box 261966, Conway, SC 29528-6066 843-349-5212 Jacquelyne.Snyder@hgtc.edu