



INSTRUCTIONAL PACKAGE

SPT 102

Customer Services in Sports Tourism

201910
Fall 2019

INSTRUCTIONAL PACKAGE

Part I: Course Information

Effective Term: Fall 2019

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 be posted on D2L.

TECHNICAL REQUIREMENTS:

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

STUDENT IDENTIFICATION VERIFICATION

Students enrolled in online courses will be required to participate in a minimum of one (1) proctored assignment and/or one (1) virtual event to support student identification verification. Please refer to your Instructor Information Sheet for information regarding this requirement.

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.

Part II: Student Learning Outcomes

COURSE LEARNING OUTCOMES and ASSESSMENTS*:

Module #1

Materials Covered: Chapter 1
SFA PowerPoint 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

***Assessment(s):** 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 is being offered, and where to go.

Module #4

Materials Covered: Chapters 8, 10 and 11
Oral Presentation

***Assessment(s):** 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

Oral Presentation

***Assessment(s):** Complete class review activity.

Unit Test

Learning Outcomes:

1. Describe what sports tourism looks 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

****Students – please refer to the Instructor’s Course Information sheet for specific information on assessments and due dates.***

Part III: Grading and Assessment

EVALUATION OF REQUIRED COURSE MEASURES/ARTIFACTS*

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

Unit Quizzes
 Chapter Discussion Questions
 Classroom Engagement
 Oral Presentation
 Final Examination

EVALUATION*

Unit Quizzes	100pts
Chapter Discussion Questions & Classroom Engagement	50pts
Oral Presentation	50pts
Final Exam	100pts
	<hr/> 300pts

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

GRADING SYSTEM:

270-300 points = A

240-269 points = B

210-239 points = C

180-209 points = D

179 and below = F

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.

Part IV: Attendance

Horry-Georgetown Technical College maintains a general attendance policy requiring students to be present for a minimum of 80 percent (80%) of their classes in order to receive credit for any course. Due to the varied nature of courses taught at the college, some faculty may require up to 90 percent (90%) attendance. Pursuant to 34 Code of Federal Regulations 228.22 - Return to Title IV Funds, once a student has missed over 20% of the course or has missed two (2) consecutive weeks, the faculty is obligated to withdraw the student and a student may not be permitted to reenroll. **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 or go to the [Online Resource Center](#) to access on-demand resources any time.



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:

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 Beth Havens, 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, sex, national or ethnic origin, age, religion, disability, marital or family status, veteran status, political ideas, sexual orientation, gender identity, or pregnancy, childbirth, or related medical conditions, including, but not limited to, lactation in educational programs and/or activities.

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

Title IX Requirements

All students (as well as other persons) at Horry-Georgetown Technical College are protected by Title IX—regardless of their sex, sexual orientation, gender identity, part- or full-time status, disability, race, or national origin—in all aspects of educational programs and activities. Any student, or other member of the college community, who believes that he/she is or has been a victim of sexual harassment or sexual violence may file a report with the college's Chief Student Services Officer, campus law enforcement, or with the college's Title IX Coordinator, or designee.

*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).

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<p>Dr. Melissa Batten, VP Student Affairs <i>Title IX Coordinator</i></p> <p>Building 1100, Room 107A, Conway Campus PO Box 261966, Conway, SC 29528-6066 843-349-5228 Melissa.Batten@hgtc.edu _</p>	<p>Jacquelyne Snyder, VP Human Resources <i>Section 504, Title II, and Title IX Coordinator</i></p> <p>Building 200, Room 212A, Conway Campus PO Box 261966, Conway, SC 29528-6066 843-349-5212 Jacquelyne.Snyder@hgtc.edu</p>