

Module Title:	Communications & Customer Service
Language of Instruction:	English
Credits:	10
NFQ Level:	6
Module Delivered In	5 programme(s)
Teaching & Learning Strategies:	The core content will be delivered in the form of lectures and workshops. Classroom activities will be interactive calling upon the learner's own experience to contribute to the learning process. Modelling best practice will be demonstrated through case studies, guest speakers and use of video examples. There will be a strong emphasis on gaining skills through practice in role plays, presentations, case analysis and the assessment process both individually and as a team.
Module Aim:	The module is designed to develop communication proficiencies for both academic purposes and the modern work environment. Appropriate knowledge, skills and attitude will be developed in the learner in order to communicate effectively and implement good customer service in practice. Emphasis will be placed on gaining the practical skills required in both aspects of this module.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Write in an academic style, research efficiently and apply the Harvard referencing system as outlined by IT Carlow.
LO2	Deliver an oral presentation effectively and understand the importance of non-verbal communication.
LO3	Demonstrate how the communication process works and its application within an organisational setting in an ethical and socially responsible manner.
LO4	Evaluate the role that customer service plays in gaining a competitive advantage and achieving organisational objectives.
LO5	Handle customer interactions effectively, including complaints whether in person, by telephone or online channels.
LO6	Demonstrate and be knowledgeable about organisational best practice in customer service.

Pre-requisite learning
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>
No recommendations listed
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>
No requirements listed

Module Content & Assessment

Indicative Content
<p>Academic Writing</p> <ul style="list-style-type: none"> Why is academic writing different? Reading skills, effective writing for Higher Education, requirements for written assessments, stages and process of written assessment, writing essays, assignment structure and content.
<p>Harvard Referencing</p> <ul style="list-style-type: none"> Academic integrity, plagiarism, how to cite, how to write a reference list, plagiarism declaration, using the guidelines as outlined by IT Carlow.
<p>Research</p> <ul style="list-style-type: none"> The steps involved, assessing credible sources, using the library online and offline, developing good research practice, time management skills.
<p>Communication in Organisations</p> <ul style="list-style-type: none"> Internal channels, formal communication and informal communication, the Grapevine, barriers to effective internal communication.
<p>The Communication Process</p> <ul style="list-style-type: none"> The component parts of the process, the barriers to communication, principles of effective communication, ethics of communication
<p>Presentations and Non-Verbal Communication</p> <ul style="list-style-type: none"> Fears and challenges of speaking in public, preparation, voice projection, eye contact, body language, connecting with your audience, presentation structure, functions of non-verbal communication, nvc in practice.
<p>An Introduction to Customer Service</p> <ul style="list-style-type: none"> Why Customer service is important, the customer at the heart of the business. • What is good customer practice, internal and external customers, characteristics of effective customer contact staff, handling complaints and compliments.
<p>Quality in Service</p> <ul style="list-style-type: none"> What is quality, how is it measured, TQM, CRM, customer loyalty, standards of excellence and codes of practice. Introducing corporate social responsibility in practice.
<p>Best Practice in Customer Service</p> <ul style="list-style-type: none"> Crowning the Customer and current cases of organisations achieving best practice in customer service.
<p>Discrimination and Consumer Legislation</p> <ul style="list-style-type: none"> What is discrimination and how to avoid it in customer service. • Relevant organisations and legislation e.g. GDPR, data protection, small claims, ombudsman and CCPC.
<p>Delivering Customer Service Through Technology</p> <ul style="list-style-type: none"> Telephone service, good customer service online, social media and other platforms to deliver service, using digital and emerging platforms to gain advantage in customer service.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Essay	Students implement the skills learned in academic writing, research and referencing	1	25.00	n/a
Short Answer Questions	Students answer questions on the communication process and communication in organisations	3	10.00	n/a
Presentation	Students speak in front of a group as a confidence-building exercise	2	15.00	n/a
Practical/Skills Evaluation	Students do a group role-play to demonstrate effective customer handling/care skills	5	15.00	n/a
Short Answer Questions	Students answer short questions to demonstrate knowledge on best practice in customer care	6	10.00	n/a
Project	Group project developing a customer care plan for an organisation	4,6	25.00	n/a

No Project

No Practical

No End of Module Formal Examination

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	30 Weeks per Stage	3.00
Independent Learning Time	30 Weeks per Stage	4.00
Total Hours		210.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning	Every Week	3.00
Total Hours		4.50

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_HWCHS_B	Bachelor of Arts (Honours) in Culture & Heritage Studies	1	Mandatory
CW_BWBUS_B	Bachelor of Business (Honours) Options: Business or Digital Marketing	1	Mandatory
CW_BWBBS_D	Bachelor of Business in Business (Options: Business or Digital Marketing)	1	Mandatory
CW_BWTEM_B	BSc (Honours) in Tourism and Event Management	1	Mandatory
CW_BWBUS_C	Higher Certificate in Business	1	Mandatory

Discussion Note:

In response to Digital Marketing panel recommendation in November 2016 (Module was not updated subsequently due to Akari issue at the time).