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| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | |
| **Lesson Identification and TEKS Addressed** | |
| **Career Cluster** | Marketing |
| **Course Name** | Practicum in Marketing |
| **Lesson/Unit Title** | Customer Relations and Marketing |
| **TEKS Student Expectations** | **130.387. (c) Knowledge and Skills**  (26) The student understands the techniques and strategies used to foster positive, ongoing relationships with customers to enhance company image. The student is expected to:  (A) explain the nature of positive customer relations;  (B) describe a customer service mindset;  (C) explain the management role in customer relations;  (D) identify a company brand promise;  (E) explore ways of reinforcing company image through employee performance; and  (F) describe the use of technology in customer relationship management. |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | The student will be able to:   1. Explain the nature of positive customer relations 2. Describe a customer service mindset 3. Explain the role of management in customer relations 4. Identify a company brand promise 5. Explore ways of reinforcing company image through employee performance 6. Describe the role of ethics in customer relationships 7. Describe the role of technology in customer relationship management |
| **Rationale** | In marketing, positive customer relations is paramount to successful company image and growth. |
| **Duration of Lesson** | 2-3 days |
| **Word Wall/Key Vocabulary**  *(ELPS c1a,c,f; c2b; c3a,b,d; c4c; c5b) PDAS II(5)* | Relationship Marketing – strategy where businesses build long term relationships with their customers  One-to-one marketing – uses customer information to build long-term relationships with customers that are personalized to that customer’s interest  Customer-Oriented Personnel – employees who are trained and focused on customer satisfaction  Empowerment – is giving employees the authority to solve customers’ problems  Code of Ethics – written guidelines for a company that help employees make better decisions |
| **Materials/Specialized Equipment Needed** | * Textbook * Display for digital presentation, websites for assignments and class discussion * Instructor Computer/Projection Unit * Online Websites |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | The main purposes of this lesson are to help students understand:   * How companies can create and maintain relationships with customers * The role of employee training in customer relations * The ethical ramifications of business conduct   **ASK**: Ask students if they have ever had a problem in store and been passed from employee to employee untilthey found someone who could solve their problem?  **SAY:** Explain that this model of customer relations does not foster positive customer relations. Some peoplemay choose to never do business with that establishment again. Companies can avoid these situations by allowing all employees to be able to help customers and solve their problems.  **ASK:** Ask students if they have any stores, products or companies that they feel a sense of loyalty to and goback to them over and over again?  **SAY:** Explain that this is the model that most companies strive for. It is much cheaper to keep the samecustomers coming back over and over again as opposed to having to find new customers every time. The stores that they continue to go back to have probably treated them fairly in the past.  **ASK:** Ask if they think it is important that companies operate in an ethical manner?  **SAY:** Explain that most companies do operate ethically, but there are some that push the envelope. They mayengage in advertising that is sexually explicit or try to cut costs by producing products that have quality control issues or are unsafe. These companies usually are exposed and lost customers as a result of their actions.  **ASK:** Ask students if can think of company that is known for putting the customer first?  **SAY:** There are many companies that are recognized for their customer-service mindset. They put the alwaysput the customer first and have employees who are well trained and empowered to help customers with problems. One of these companies operates large amusement parks in Florida and California. The customer’s experience is foremost in the employees’ minds and they are known for their exceptional customer service. |
| **Direct Instruction \*** | I. Building Customer Relationships  A. Attracting new customers.  B. Relationship marketing  C. One-to-one marketing  D. Customer-Oriented Personnel  II. Employee Training  A. Communicate company vision.  B. Explain company hierarchy.  C. Empowerment of employees  III. Teamwork  A. Training Improvements  1. Productivity  2. Job performance  3. Customer satisfaction  IV. Brand Promise  A. Explains what customers can expect  V. Ethics in Customer Relations  A. Company Code of Ethics  B. Ethics need to come from top down  C. Legal vs moral  VI. Ethical situations may deal with  A. Privacy of customers information  B. Product or service deception  C. Unsafe products  D. False or misleading advertising E. Stereotypical portray of women, minorities or senior citizens  F. Misleading product or service warranties G. Sexually oriented advertising  G. Sexually oriented advertising  Teacher will lead the discussion of material, using multimedia presentations for customer relations and marketing.  Divide students into small groups (2- 3 members) and assign the guided practice poster.  Teacher will move about the classroom and will monitor the students’ progress while the students assume the role of self-director.  Explain the importance of building customer relationships to the Sales Manager. Repeat customers are much easier and cheaper to find than always having to find new customers.  Ask the class if they have had a positive experience with a business? Discuss why that experience is viewed as positive.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  NONE |
| **Guided Practice \*** | **Brand Promise Presentation**  Students will work in small groups to find five companies brand promises. They will create a poster board that shows the company, their brand promise and they will list ways in which they think the company has lived up to their brand promise. The presentations will be shared with the class.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  NONE |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | **Customer Oriented Companies**  Students will work with small groups to research companies who are known for the customer -oriented mind set. They will create digital presentation that details at least three companies, they will state why they are known for the exceptional customer service, how their employees are empowered and what type of training the companies put their employees through. Examples of some of these companies are those who run amusement parks, fast food chicken and hamburger restaurant, airlines and high end clothing stores. The digital presentations will be shared with the class.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  NONE |
| **Lesson Closure** | Some of the most successful companies are those who have a customer-oriented mindset. If customers are treated fairly they are most likely to continue to come back and develop a brand loyalty for the company, product or service. These companies create the customer-oriented mindset by ensuring that all employees are focused on customer satisfaction. They accomplish this by training employees on how to do their jobs and how to treat customers. They also have a Code of Ethics that they follow that address situations that employees may come across so everyone is on the same page and know what is expected of them. |
| **Summative/End of Lesson Assessment \*** | **Informal Assessment**  Instructor should observe the work ethic of individuals involved in class discussions and the independent practice activity  **Formal Assessment**  Students will be evaluated on their **Brand Promise Poster board** and their **Customer-Oriented Companies** **Presentations**. Students will also be assessed on their use of the word processing skills and the neatness, formatting,grammar and spelling of their presentations.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  It is important that lessons accommodate the needs of every learner. These lessons may be modified to accommodate your students with learning differences by referring to the files found on the Special Populations page of this website. |
| **References/Resources/**  **Teacher Preparation** | * Review and familiarize yourself with the terminology, website links, and digital presentations. * Teacher will have assignments and website information ready to distribute to students. |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** |  |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** |  |
| **Quotes** |  |
| **Multimedia/Visual Strategy**  **Presentation Slides + One Additional Technology Connection** |  |
| **Graphic Organizers/Handout** |  |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** |  |
| **Communication**  **90 Second Speech Topics** |  |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | **One-to-One Marketing**  Students will work in pairs to research companies and their use of one-to-one marketing.  These can be an online retailer or a bricks and mortar retailer. They will write a paper that discusses how the company gathers information about the customer and then how they use that information to communicate with the customers. They will include how they communicate with the customers, whether it be email, social networking, text messages or applications that customers can load onto their cell phones. They will also research the types of messages that the company communicates to the customers (sales, products they may like, recall information, etc). The students will type the paper using a word processing program. Students will be graded on the papers information, the formatting, spelling, grammar and punctuation. |
| **Family/Community Connection** |  |
| **CTSO connection(s)** | DECA |
| **Service Learning Projects** |  |
| **Lesson Notes** |  |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)