

1. **Subject:** Customer Service in Sport, Tourism and Recreation
2. **Type of course:** class contact
3. **Completion form:** credit with mark
4. **Winter semester**
5. **The number of classes:** 20 hours
6. **Syllabus:** Customer service as a marketing tool, benefits associated with superior customer service. The purchase - decision process – motivators, determinants, models. A typology of customers. Self presentation. Verbal and nonverbal communication. Telephone and digital communication. Sales techniques, earning customer loyalty. Art of negotiation. Stress and anger management skills. Coping with challenging customers. Measuring customer service quality.
7. **Effects of education:**
 - Knowledge:
Student has basic knowledge and knows selected concepts related to customer service.
 - Skills:
Student has the ability to establish customer contacts and recognizes their needs.
 - Social competences:
Student is able to provide a professional customer service.
8. **Determination of first degree qualification**
9. **Organizational Unit implementing an subject:** Department of Tourism and Recreation
10. **Lecturer:** dr Karolina Korbiel, dr Iwona Dominek
11. **Conditions of realizing classes:** the separate group in English
12. **The proposed numbers of ECTS points:** 4 points