

# Welcome to OTHM

## **Workbook 3 – Business communications and customer care**

This module is intended to provide you with a thorough background to the area of business communications and customer care and to help you understand how professional communication can assist sales and your own career development.

In this module you will gain:

- A working knowledge of business communication techniques
- An understanding of the importance of customer care
- A working knowledge of customers' buying behaviour patterns
- An appreciation of brand loyalty
- A working knowledge of the promotional mix

The course duration will be 15 weeks, which will include lectures, seminars and tutorials. You will be expected to take an active part in each session and, in groups, will lead at least one seminar. The more you participate the more you will personally gain from this course.

You will need to read the essential texts and will be expected to read from the range of additional recommended reading. We suggest that you refer to them when you want to know more about a subject, when you don't understand the topic or when you are preparing for your exam. You do not have to buy all these, but it is worth finding out which ones are available in your library and how to order them if they are not on the shelves so that you know you can access them if needed. It is strongly advised that you make use of the journals and websites suggested in this guide.

This workbook will support you through your studies. It is divided into 3 main sections:

- The outline of the module.
- Each weekly session with information about the topic, background reading, class activities, individual activities and an exam question relating to the session, together with copies of the lecture slides for you to use to take notes.
- A section on exam guidance to help you prepare for your exam at the end of the module.

Enjoy and OTHM look forward to working with you over the next 15 weeks

The OTHM Team

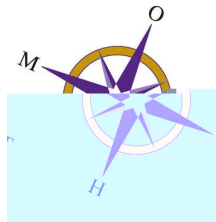
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