

BUSINESS

CUSTOMER RELATIONSHIP MANAGEMENT CERTIFICATE COMPLETION PLAN

PROGRAM INFORMATION: The program is designed to help equip individuals with the necessary customer service skills for providing excellent customer service and the ability to supervise customer service processes.

REQUIRED COURSES

MRKG 1301: Capstone course must be taken in final semester.

COURSE SECTION	COURSE TITLE	CREDIT HOURS
POFT 1301	Business English	3
POFT 2312	Business Correspondence & Communications	3
MRKG 1311	Principles of Marketing	3
MRKG 1301	Customer Relationship Management	3
BMGT 1301	Supervision	3
MRKG 2312	e-Commerce Marketing	3
Total Credit Hours		18