

# BUSINESS

## CUSTOMER RELATIONSHIP MANAGEMENT CERTIFICATE DEGREE 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
Program Total Credit Hours		