

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

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

Navarro College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate and baccalaureate degrees. Navarro College also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of Navarro College may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website (www.sacscoc.org).