

# 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 |  |              |