

## MARKETING

### Customer Success and Sales Certificate

*This 21 credit-hour certificate program, tailored for both seasoned and aspiring sales professionals, prepares for a career in sales and customer success. Students will engage in a practical curriculum designed to sharpen skills in modern sales and customer service. Whether you're eager to master strategic communication for the digital realm, delve into customer relationship management with Salesforce, or explore the dynamics of social commerce, our program equips you with a comprehensive skill set for success. This certificate will help redefine student success in the world of professional selling and account servicing.*

*To achieve an individualized program designed to complement the student's industrial and educational background, the selection of electives should be made in consultation with the coordinator.*

*The Associate in Applied Science in Business Administration includes a specialized study area for Customer Success and Sales. Please refer to Business Administration in this section of the catalog if you are interested in pursuing a degree in this discipline.*

**Required:**

Number	Course Title	Credits
MGT 111	Introduction to Business Organization or	
MGT 154	Entrepreneurship .....	3
MKT 140	Principles of Professional Selling .....	3
MKT 146	Customer Service Skills for Success .....	3
MKT 147	Salesforce: Customer Relationship Management .....	3
MKT 180	Strategic Communication for A Digital World .....	3
MKT 243	Social Commerce and Sales .....	3

**Electives: Select three credit hours from the following courses:**

Number	Course Title	Credits
ACC 211	Business Law I .....	3
MKT 217	Advertising .....	3
MKT 247	Consumer Buying Behavior .....	3
MKT 252	Internet Marketing .....	3