



Course Sequence Guide Full-Time Enrollment
Sales and Customer Management
[College Credit Certificate | Code: 65107 | 12 credits]

Semester 1

| Course ID | Course Title | Credits | Pre/Co-requisites |
|------------------|----------------------------------|----------------|--------------------------|
| MKA 1160 | Customer Relationship Management | 3 | |
| MAR 1502 | Sales and Consumer Behavior | 3 | |
| MKA 1022 | Relationship Selling | 3 | |
| MAR 1440 | Fundamentals of Negotiations | 3 | |
| | Semester Credits | 12 | |