

**Sales and Customer Management**

College Credit Certificate | Code: 65107 | 12 Credits

CIP: (0252180400)

Effective Term: Fall 2023 (2237)

The certificate in Sales and Customer Management is designed to enhance knowledge and practical skills for a successful career in the sales profession. Students will be able to use customer relationship management (CRM) and selling techniques for reaching target markets to sell a product or service to sustain profitability and competitiveness.

MAJOR COURSE REQUIREMENTS (12.00 Credits)

MKA 1160	Customer Relationship Management	(3 credits)
MAR 1502	Sales and Consumer Behavior	(3 credits)
MKA 1022	Relationship Selling	(3 credits)
MAR 1440	Fundamentals of Negotiations	(3 credits)