

CUSTOMER SERVICE CERTIFICATE

13 Semester Credit Hours; Curriculum: 0251

This Certificate provides skills and experiences graduates need for customer service careers across industries. In a single semester, students will learn the value of customer service within organizations and will be qualified for entry-level customer service positions. This certificate can be completed in one semester.

Code	Title	Hours
Courses for a Certificate		
CAB 106	Keyboarding Speed and Accuracy Development	1
CIS 101	Introduction to Computer Information Systems	3
MKT 151	Customer Service	3
MKT 161	Principles of Professional Selling	3
MKT 249	Customer Relationship Management	3
Total Hours		13

Program Learning Outcomes

1. Identify the role and value of customer service within a business model.
2. Create appeals that stimulate purchase and acceptance.
3. Support customer needs and resolve customer service issues using the appropriate technological resources (swap).
4. Define customer relationship management (CRM) and leverage CRM data to inform decision making.
5. Communicate effectively with internal and external audiences.