

Fall 2018 – Spring 2019				
Developmental Studies: DRE 098, DMA 010-040				
Bus Admin Marketing and Customer Service CERTIFICATE (C25120C)				
Major Courses		Pre Requisites	Contact Hours	Credit Hours
FALL				
BUS 110	Introduction to Business	DRE 097	3	3
MKT 120	Principles of Marketing	NONE	3	3
MKT 223	Customer Service	NONE	3	3
SPRING				
MKT 221	Consumer Behavior	BUS 110	3	3
MKT 232	Social Media Marketing	NONE	5	4

Total Credits Needed: 16

This Marketing and Customer Service certificate program stresses the importance of customer relations in the business world. Emphasis is placed on understanding the business environment, understanding customer needs, and learning how to respond to complex customer requirements in person and online. Upon completion students should be able to demonstrate the ability to respond appropriately to customer concerns and apply marketing and customer service strategies in concert with company goals.

Program Outcomes:

- Upon completion students should be able to
- Apply marketing and customer service principles in organizational decision making.
- Analyze concepts related to the study of the individual consumer.
- Demonstrate the ability to handle customer relations.
- Use social media techniques to create and improve marketing efforts for businesses.