

# Sales and Customer Relations Certificate

JCCC's sales and customer relations program is designed for people employed in sales who wish to refine their skills or those who are contemplating a career in sales. The program focuses on the steps involved in the selling process and the delivery of effective customer service. Students who complete the program may find careers in sales (retail, wholesale or manufacturing) or in the customer service departments of stores, businesses and manufacturers.

All of the 33 credit hours required for the sales and customer relations certificate apply toward JCCC's 64-credit-hour marketing and management associate of applied science degree.

## Suggested/Sample Course Sequence

The sequence taken by the student may vary depending on prerequisites, course availability, and personal/ professional responsibilities.

(Major Code 4920; State CIP Code 52.1804)

- Marketing and Management (<http://www.jccc.edu/marketing-and-management>)
- Gainful Employment Data (<http://www.jccc.edu/marketing-and-management/ge-sales-and-customer-relations/gedt.html>) - (link opens in a new window)

### First Semester

ENGL 121	Composition I*	3
MKT 134	Professional Selling	3
MKT 121	Retail Management	3
FASH 135	Image Management	1
MKT 202	Consumer Behavior	3
MKT 284	Marketing and Management Internship I	1
CIS 124	Introduction to Computer Concepts and Applications (or)	3
CPCA/CDTP electives (3)		
Total Hours		17

### Second Semester

BUS 150	Business Communications*	3
MKT 221	Sales Management*	3
MKT 234	Services Marketing*	3
MKT 230	Marketing	3
MKT 240	Advertising and Promotion	3
MKT 286	Marketing and Management Internship II*	1
Total Hours		16

**Total Program Hours: 33**