

# Sales and Customer Relations Certificate

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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 31 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 52.1401)

- Marketing and Management (<http://www.jccc.edu/academics/business/marketing>)
- Gainful Employment Data (<http://www.jccc.edu/academics/business/marketing/gainful-employment-customer-relations/Gedt.html>)

### First Semester

MKT 121	Retail Management	3
MKT 134	Professional Selling	3
MKT 202	Consumer Behavior	3
ENGL 121	Composition I*	3
MKT 284 or MKT 292	Marketing Management Internship I Special Topics:	1
MKT 205	eMarketing	3
Total Hours		16

### Second Semester

BUS 150	Business Communications*	3
MKT 221	Sales Management*	3
MKT 234	Services Marketing*	3
MKT 230	Marketing	3
MKT 275	Marketing Analytics and CRM (Customer Relationship Management)	3
Total Hours		15

**Total Program Hours: 31**