

# 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 certificate apply toward JCCC's Marketing and Management Associate of Applied Science degree.

(Major Code 4920; State CIP Code 52.1401)

Marketing and Management Program web page (<http://www.jccc.edu/academics/credit/marketing-management/>)

## First Semester

COMS 121 or COMS 120 or COMS 125	Public Speaking Interpersonal Communication Personal Communication	3
MKT 121	Retail Management	3
MKT 134	Professional Selling	3
MKT 205	eMarketing	3
MKT 230	Marketing	3
<b>Total Hours</b>		<b>15</b>

## Second Semester

MKT 146	Introduction to Social Media Marketing	3
MKT 202	Consumer Behavior	3
MKT 221	Sales Management*	3
MKT 234 or MKT 290	Services Marketing* Capstone: Marketing Management*	3
MKT 275	Marketing Analytics and CRM (Customer Relationship Management)	3
MKT 284	Marketing Management Internship I	1
<b>Total Hours</b>		<b>16</b>

**Total Program Hours: 31**