

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 31 credit hours required for the certificate apply toward JCCC's Marketing and Management Associate of Applied Science degree (<https://catalog.jccc.edu/archives/2025-26/degreecertificates/marketingandmanagement/marketing-management-aas/>).

(Major Code 4920; CIP Code 52.1401)

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

Program Learning Outcomes

Johnson County Community College (JCCC) is committed to offering high-quality affordable programs that focus on developing knowledge and skills conducive to life-long learning. Both the General Education Student Learning Outcomes (<https://www.jccc.edu/about/leadership-governance/administration/institutional-effectiveness-branch/outcomes-assessment/learning-outcomes.html>) and Institutional Learning Outcomes (<https://www.jccc.edu/about/leadership-governance/administration/institutional-effectiveness-branch/outcomes-assessment/institutional-learning-outcomes.html>) convey JCCC's approach to programmatic outcomes. Additionally, students who successfully complete the Sales and Customer Relations Certificate from JCCC will be able to:

- Demonstrate an understanding of the key concepts of sales and customer relations.
- Understand and effectively implement a step-by-step selling process model.
- Communicate effectively with stakeholders in the selling and customer relations process.
- Understand and apply ethical standards in sales and customer relations.

Certificate Requirements

First Semester

Code	Title	Hours
COMS 121 or COMS 120 or COMS 125	Public Speaking (SGE 020) (SGE 070) Interpersonal Communication Personal Communication	3
MKT 121	Retail Management	3
MKT 134	Professional Selling	3
MKT 205	eMarketing	3
MKT 230	Marketing	3
Total Hours		15

Second Semester

Code	Title	Hours
MKT 146	Introduction to Social Media Marketing	3
MKT 202	Consumer Behavior	3
MKT 221	Sales Management*	3
MKT 275	Marketing Analytics and CRM (Customer Relationship Management)	3
MKT 284	Marketing Management Internship I	1
MKT 290	Capstone: Marketing Management*	3
Total Hours		16

Total Program Hours: 31

* This course has registration requirements.

Kansas Systemwide General Education (SGE) Key

- English SGE ⁰¹⁰
- Communications SGE ⁰²⁰
- Mathematics and Statistics SGE ⁰³⁰
- Natural and Physical Sciences SGE ⁰⁴⁰
- Social and Behavioral Sciences SGE ⁰⁵⁰
- Arts and Humanities SGE ⁰⁶⁰
- Cavalier Credits SGE ⁰⁷⁰