

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

### First Semester

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

### Second Semester

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

**Total Program Hours: 31**