

Casino Management: Customer Relationship Management Certificate

Certificate Number 90-109-8

Description:

The Casino Management: Customer Relationship Management Certificate prepares students to deliver professional service in a customer-oriented environment and/or in the gaming industry.

Requirements for Certificate Entry:

High school diploma or equivalent; good writing and communication skills; strong organizational skills.

Certificate Completers Will be Able to:

Identify, analyze and resolve customer service problems; develop and implement communications to customers; apply marketing concepts and service standards to the gaming industry.

Curriculum

CATALOG #	DESCRIPTION	CREDITS
10-102-158 <i>Offered in: Summer 2008 Fall 2008 Spring 2009</i>	Business-Intro ...organization/management process of human resources, production, operations, marketing, distribution, and finances; risk management; ethics/legalistic management; international business; accounting, computers, and data processing.	3
10-109-186 <i>Offered in: Spring 2009</i>	Casino Marketing ...an in-depth study of gaming marketing techniques used in gaming both locally and nationwide. Emphasis on casino marketing department, staffing, organization, duties and procedures.	3
10-104-191 <i>Offered in: Summer 2008 Fall 2008 Spring 2009</i>	Customer Service Mgmt ...develop professional telephone etiquette, explore customer service work environments, identify and analyze customer service failures, resolve problems cost effectively, set complaint policies, and develop communication techniques to handle complaining customers.	3
<i>Certificate Total</i>		9

For more information, please contact: The Community & Regional Learning Services Division, (920) 498-5573, or (800) 422-NWTC, extension 5573, or contact Donna Meves, Flexible Learning Manager, (920) 498-6872, or (920) 498-5431, donna.meves@nwtc.edu