

Customer Relationship Management Certificate

Certificate Number 90-104-9

Description

The Customer Relationship Management certificate is designed for the person who is required to deliver professional service in a customer oriented environment.

Certificate Completers Will be Able to:

- Identify, analyze, and resolve customer service problems.
- Develop and implement communication to customers.
- Apply marketing concepts, service standards to the gaming industry.

Curriculum

CATALOG #	DESCRIPTION	CREDITS
10-104-176 <i>Offered in: Spring 2009</i>	Consumer Behavior-Mktg... motivation and personality, information processing, life styles, group influences, post-purchase behavior, and other behaviors related to marketing.	3
10-104-191 <i>Offered in: Fall 2008</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
10-104-125 <i>Offered in: Spring 2009</i>	Event Marketing... planning, promotion execution, and evaluation of special events (entertainment, industry, meeting/convention). Students will work toward the actual staging of an event (will require time outside of the classroom setting).	3
10-104-107 <i>Offered in: Spring 2009</i>	Marketing Comm-Integrated... creating, coordinating and integrating advertising, public relations and marketing activities for a specific customer or audience. A campaign will be developed and presented.	3
10-104-110 <i>Offered in: Fall 2008</i>	Marketing Principles... marketing management, market segmentation, market research, consumer behavior, product decisions and management of distribution, pricing, promotional decisions for strategy planning.	3
10-104-101 <i>Offered in: Spring 2009</i>	Selling Principles... selling as a career; success factors in selling; personality development; product knowledge; and the sales process involving preparation, approach, presentation-demonstration, handling objections, and closing the sale successfully.	3
<i>Certificate Total</i>		18

For more information, please contact: The Business and Information Technology Division, (920) 498-5435, or (800) 422-NWTC, ext. 5435, or contact Donna Meves, Flexible Learning Manager, (920) 498-6872 or (920) 498-5431, donna.meves@nwtc.edu.