

CUSTOMER SUCCESS AND SALES (CERTIFICATE)

Business & Information Technology

Program website (<https://www.harpercollege.edu/fasttrack/customer-success-sales/>)

Program Overview

This 21 credit-hour certificate program, tailored for both seasoned and aspiring sales professionals, prepares for a career in sales and customer success. Students will engage in a practical curriculum designed to sharpen skills in modern sales and customer service. Whether you're eager to master strategic communication for the digital realm, delve into customer relationship management with Salesforce, or explore the dynamics of social commerce, our program equips you with a comprehensive skill set for success. This certificate will help redefine student success in the world of professional selling and account servicing.

To achieve an individualized program designed to complement the student's industrial and educational background, the selection of electives should be made in consultation with the coordinator.

The Associate in Applied Science in Business Administration includes a specialized study area for Customer Success and Sales. Please refer to Business Administration in this section of the catalog if you are interested in pursuing a degree in this discipline.

Program Requirements

Code	Title	Hours
Required		
MGT 111 or MGT 154	Introduction to Business Organization Entrepreneurship	3
MKT 140	Principles of Professional Selling	3
MKT 146	Customer Service Skills for Success	3
MKT 147	Salesforce: Customer Relationship Management	3
MKT 180	Strategic Communication for a Digital World	3
MKT 243	Social Commerce and Sales	3
Electives		
Select three credit hours from the following courses:		3
ACC 211	Business Law I	
MKT 217	Advertising	
MKT 247	Consumer Buying Behavior	
MKT 252	Internet Marketing	
Total Hours		21

Gainful Employment

Harper College provides Gainful Employment information to comply with the U.S. Department of Education.