

# CUSTOMER RELATIONSHIP MARKETING MICROCREDENTIAL

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## Major Code: MCRM

Engage with customer relationship marketing, a dynamic approach that fosters lasting connections between businesses and their clientele. As part of the Business Administration Programs (#0632 and #0671), the Customer Relationship Marketing Micro-Credential includes two three-credit courses. BSAD 112 (Marketing) provides students insight into marketing techniques in a dynamic business environment. BSAD 209 (Professional Sales) introduces students to the professional, trust-based sales process. Students will learn what is required to initiate, develop, acquire, manage, and enhance customer relationships in the sales process. Adult learner will also benefit professionally by increasing their marketing and sales experience.

## Program Learning Outcomes

Upon successful completion of this microcredential students will be able to:

- Identify the 4 P's and the role of marketing in business and society.
- Identify the role of marketing research and apply the appropriate techniques in written form.
- Identify the stages of the product life cycle, know the process for new product development, and be able to develop a new product prototype based on needs, trends, or pertinent marketing information.
- Identify methodology to gain sales knowledge.
- Describe communication strategies necessary for developing customer relationships.
- Construct and deliver a well thought out and clear sales presentation.

## Curriculum Requirements

A total of 6 credits is required for completion of the microcredential. Students will receive a digital badge upon completion.

Code	Title	Credits
BSAD 112	Marketing	3
BSAD 209	Professional Sales	3
<b>Total Credits</b>		<b>6</b>