# FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE

**BUSINESS ADMINISTRATION/**

**SALES AND CUSTOMER SERVICE CERTIFICATE (C25120C14)**

Effective: Fall 2022

Revised: 02/03/22

The Sales and Customer Service certificate is designed to provide the fundamental skills needed for effective selling, presentations, and quality customer service.

This certificate program covers the basics of computer technology, consumer behavior, selling, social media marketing, visual merchandising, and customer service.

Upon completion of this program, students should be able to give an effective sales presentation and provide quality customer service. Students may transfer these course credits into the Associate degree Business Administration programs.

Length: 2 Semesters

Prerequisite: High School Diploma, Placement Test Equivalent

Award: Certificate

**FALL SEMESTER**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Prefix No.** | Title | **Class** | **Lab** | **Clinical** | **Credit** |
| CIS110 | Introduction to Computers | 2 | 2 | 0 | 3 |
| or |  |  |  |  |  |
| CIS111 | Basic PC Literacy | 1 | 2 | 0 | 2 |
| MKT221 | Consumer Behavior | 3 | 0 | 0 | 3 |
| MKT232 | Social Media Marketing | 3 | 2 | 0 | 4 |
|  |  | ----- | ----- | ----- | ----- |
|  | **Totals** | **7** | **4** | **0** | **9** |

**SPRING SEMESTER**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Prefix No.** | Title | **Class** | **Lab** | **Clinical** | **Credit** |
| MKT122 | Visual Merchandising | 3 | 0 | 0 | 3 |
| MKT123 | Fundamentals of Selling | 3 | 0 | 0 | 3 |
| MKT223 | Customer Service | 3 | 0 | 0 | 3 |
|  |  | ----- | ----- | ----- | ----- |
|  | **Totals** | **8** | **0** | **0** | **9** |

# TOTAL REQUIRED CREDITS.... 18

**Work-Based Learning Option:** NA