# FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE

**BUSINESS ADMINISTRATION/**

**SALES AND CUSTOMER EXPERIENCE CERTIFICATE (C25120C29)**

Effective: Fall 2025

Revised: 03/12/25

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

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

Upon completion, students should be able to give an effective sales presentation and provide quality customer experience. 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 | 2 | 2 | 0 | 3 |  |
| or |  |  |  |  |  |  |
| MKT234 | Digital Marketing | 2 | 2 | 0 | 3 |  |
|  |  | ----- | ----- | ----- | ----- |  |
|  | **Totals** | **6** | **4** | **0** | **8** |  |

**SPRING SEMESTER**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Prefix No.** | Title | **Class** | **Lab** | **Clinical** | **Credit** |
| MKT123 | Fundamentals of Selling | 3 | 0 | 0 | 3 |
| MKT223 | Customer Experience | 3 | 0 | 0 | 3 |
|  |  | ----- | ----- | ----- | ----- |
|  | **Totals** | **6** | **0** | **0** | **6** |

# TOTAL REQUIRED CREDITS.... 14

**Work-Based Learning Option:** NA