

CUSTOMER RELATIONS C.A.S

Cheryl Galipeau, Director

The Customer Relations Certificate prepares students to give customers what they expect and increase competitive advantage by creating a service culture, building and maintaining relationships, and developing customer service management systems. Core topics include verbal/nonverbal communication, navigating challenges, resolving conflict, and listening; managing interpersonal relationships and building teams; public relations, reputation management and trust in organizations to improve internal and external customer relationships. Emphasis in business, computers, communications, and exceptional service skills add to a student's value as a customer relations professional. Customer Relations can be earned independently or combined with second-year curriculum toward an Associate of Applied Science degree in Administrative Management.

This certificate is offered fully online. Note: Second year A.A.S. curriculum is not available fully online. Graduates are prepared for work as customer service representatives and managers in a variety of industries.

Student Outcomes:

Upon completion of the program, students will:

- Formulate service policies for excellent customer service management
- Apply service-level decisions to develop staff, enhance customer loyalty, and deal with challenges and conflicts while serving both internal and external customers
- Demonstrate the workplace skills of effective communication (oral, written, nonverbal), problem-solving, managing interpersonal relationships and collaborating with teams, thinking critically, and leadership
- Ethically use research and the tools of technology to create and organize business documents efficiently, accurately, and artfully designed
- Understand, appreciate, and recognize opportunities of diverse populations and cultures

Related Job Titles:

- Customer Service Representative
- Customer Care
- Call Centers
- Client Relations
- Client Services
- Guest Services
- Information Clerk
- Receptionist

Certificate of Applied Science - Customer Relations

Missoula College

Degree Specific Credits: 33

Required Cumulative GPA: 2.0

Catalog Year: 2017-2018

Note: The Certificate of Applied Science in Customer Relations is available online. See Program Director for scope and sequence advising.

Summary

CAS Customer Relations Course Requirements	24
Math Requirements	3
Writing Requirements	3
Computer Science Requirements	3
Total Hours	33

CAS Customer Relations Course Requirements

Rule: All courses required

AMGT 145	Records Management	2
BGEN 105S	Introduction to Business	3
BGEN 235	Business Law	3
BMGT 245	Customer Service Management	4
CAPP 120	Introduction to Computers	3
CAPP 154	MS Word	3
COMX 115S	Introduction to Interpersonal Communications	3
COMX 250	Intro to Public Relations	3
Total Hours		24

Minimum Required Grade: C-

Math Requirements

Rule: Pick 1 of the 2 courses below

Note: See Program Director for prerequisites, placement and advising.

M 105	Contemporary Mathematics	3
or M 115	Probability and Linear Mathematics	
Total Hours		3

Minimum Required Grade: C-

Writing Requirements

Rule: Pick 1 of the 2 courses below

Note: See Program Director for prerequisites, placement and advising.

WRIT 101	College Writing I	3
or WRIT 121	Intro to Technical Writing	
Total Hours		3

Minimum Required Grade: C-

Computer Science Requirements

Rule: Pick 1 of the 2 courses below

Note: See Program Director for prerequisites, placement and advising.

2 *Customer Relations C.A.S*

CAPP 156 MS Excel
or CSCI 172 Intro to Computer Modeling

3

Minimum Required Grade: C-