

# CERTIFICATE IN CUSTOMER EXPERIENCE MANAGEMENT

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## Requirements

### Effective Summer 2016

Additional coursework may be required due to prerequisites.

Code	Title	Credits
MKT 360/DM 360 or MKT 367	Retailing Sports Marketing	3
MKT 366	Services Marketing	3
MKT 370	Digital Marketing	3
<b>Program Total Credits:</b>		<b>9</b>