

CERTIFICATE IN CUSTOMER EXPERIENCE MANAGEMENT

The Customer Experience Management certificate provides management skills and strategic insights for providing consumers with satisfying experiences across a cross-section of markets, including retailing, hospitality, and entertainment. Customers' experiences often extend into online contexts. This certificate will provide an understanding of digital tools used to attract customers and address their needs for information and online services.

Learning Objectives

This certificate provides students with an understanding of marketing strategies and tactics for creating favorable (1) online experiences; (2) retail/service environments; and (3) service-related interactions.

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
Program Total Credits:		9