Part-time Online Customer Relationship Marketing and Sales Management Graduate Certificate (CRM2)
Summer Start – 2 Years to Complete

SEMESTER	COURSE CODE	COURSE NAME	COURSE COMPLETE?
Summer Year 1			
	MGMT-6169	Emerging Trends in CRM	
	MGMT-6170	CRM Enabled Sales Management	
Fall Year 1			
	MGMT-6166	CRM Enabled Selling	
	MGMT-6163	CRM Business Strategy	
Winter Year 1			
	MGMT-6167	Data Visualization & Reporting	
	MGMT-6171 **OR** INNV-6001	Automation & Workflow Management **OR** Innovation Applications	
Summer Year 2			
	MGMT-6168	CRM Strategic Project	
Fall Year 2			
	MKTG-6037	Analytics & Metrics	
	MGMT-6164	Customer Experience	
Winter Year 2			
	MGMT-6165	CRM Tools & Technology	
	MKTG-5006	Marketing Management	