

## Part-time Online Customer Relationship Marketing and Sales Management Graduate Certificate (CRM2)

### Winter Start – 2 Years to Complete

SEMESTER	COURSE CODE	COURSE NAME	COURSE COMPLETE?
<b>Winter Year 1</b>			
	MGMT-6165	CRM Tools & Technology	
	MGMT-6192	CRM Digital Marketing	
<b>Summer Year 1</b>			
	MGMT-6169	Emerging Trends in CRM	
	MGMT-6170	CRM Enabled Sales Management	
<b>Fall Year 1</b>			
	MGMT-6166	CRM Enabled Selling	
	MGMT-6163	CRM Business Strategy	
<b>Winter Year 2</b>			
	MGMT-6167	Data Visualization & Reporting	
	MGMT-6171 <b>OR</b> INNV-6001	Automation & Workflow Management <b>OR</b> Innovation Applications	
<b>Summer Year 2</b>			
	MGMT-6168	CRM Strategic Project	
<b>Fall Year 2</b>			
	MKTG-6037	Analytics & Metrics	
	MGMT-6164	Customer Experience	