

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

Fall Start – Three Years to Complete

SEMESTER	COURSE CODE	COURSE NAME	COURSE COMPLETE?
Fall Year 1			
	MGMT-6163	CRM Business Strategy	
	MKTG-6037	Analytics & Metrics	
Winter Year 1			
	MGMT-6169	Emerging Trends in CRM	
	MGMT-6167	Data Visualization & Reporting	
Fall Year 2			
	MGMT-6164	Customer Experience	
	MGMT-6165	CRM Tools & Technology	
Winter Year 2			
	MGMT-6171	Automation & Workflow Management	
	MGMT-6170	CRM Enabled Sales Management	
Fall Year 3			
	MGMT-6192	CRM Digital Marketing	
	MGMT-6166	CRM Enabled Selling	
Winter Year 3			
	MGMT-6168	CRM Strategic Project	