CUSTOMER RELATIONS C.A.S.

The Customer Relations Certificate prepares students to give customers what they expect, and then give them more! Increase your competitive advantage by creating a service culture, building and maintaining relationships, and developing customer service management systems.

Core topics include:

- Communication verbal/nonverbal , navigate challenges, effective conflict resolution, and listening skills
- Manage interpersonal relationships and build teams
- Public relations in organizations, reputation management and trust, and effective internal and external customer relationships.

Learn to turn common problems into service opportunities! Emphasis in business, computers, communications, and exceptional service skills, add to your value as a customer relations professional. Customer Relations can be earned independently, or combined with second-year curriculum toward an Associate of Applied Science degree in Administrative Management.

This certificate is offered fully online. Note: Second year A.A.S. curriculum is not available fully online. Graduates are prepared for work as customer service representatives and managers in a variety of industries.

Student Outcomes:

Upon completion of the program, students will:

- Formulate service policies for excellent customer service management.
- Apply service-level decisions to develop staff, enhance customer loyalty, and deal with challenges and conflicts while serving both internal and external customers.
- Demonstrate the workplace skills of effective communication (oral, written, nonverbal), problem-solving, managing interpersonal relationships and collaborating with teams, thinking critically, and leadership.
- Ethically use research and the tools of technology to create and organize business documents efficiently, accurately, and artfully designed.
- Understand, appreciate, and recognize opportunities of diverse populations and cultures.

Related Job Titles:

- Customer Service Representative
- Customer Care
- Call Centers
- Client Relations
- Client Services
- Guest Services
- Information Clerk
- Receptionist

General Certificate Requirements

Additional requirements for graduation can be found on the Degree/Certificate Requirements for Graduation page (https://catalog.umt.edu/academics/graduation-requirements/).

Unless otherwise noted in individual program requirements, a minimum grade point average of 2.00 in all work attempted at the University of Montana-Missoula is required for graduation. Please see the Academic Policies and Procedures page (https://catalog.umt.edu/academics/policies-procedures/) for information on how your GPA is calculated.

Courses taken to satisfy the requirements of a major, minor, or certificate program must be completed with a grade of C- or better unless a higher grade is noted in the program requirements.

CERTIFICATE OF APPLIED SCIENCE - CUSTOMER RELATIONS

Course Requirements

Code	Title	Hours
Complete all of the following courses:		
BGEN 105S	Introduction to Business	3
BGEN 215	Career Readiness	3
BGEN 220E	Business Ethics and Social Responsibility	3
BMGT 245	Customer Service Management	3
CAPP 154	MS Word	3
COMX 115S	Introduction to Interpersonal Communications	3
COMX 250	Introduction to Public Relations	3
CSCI 172	Intro to Computer Modeling	3
M 105	Contemporary Mathematics	3-4
or M 115	Probability and Linear Mathematics	
WRIT 101	College Writing I	3
Total Hours		**30-31**