



# Customer Service and Sales

## A Technical Certificate Program

### PROGRAM DESCRIPTION

The Customer Service and Sales certificate will provide individuals the knowledge and skills associated with customer service, inside and outside sales and marketing, communication and promotion, and the use of computer technology for customer relationship management.

### PROGRAM ARTICULATION

All courses in the Customer Service and Sales certificate program will articulate into the Associate of Applied Science degree program in Business - Concentration: Management. If applicable to the student, additional courses may be required to overcome deficiencies in mathematics to complete the A.A.S. degree.

### TYPICAL PROGRAM OF STUDY

Course No.	Course Title	Credit
BUSN 1305	Introduction to Business	3
BUSN 1310	Business Communications	3
BUSN 1350	Sales and Service	3
BUSN 2350	Organizational Behavior	3
BUSN 2380	Principles of Marketing	3
INFS 1010	Computer Applications	3

Total Credit Hours 18

Students must complete all learning support deficiencies in English and reading or have appropriate entrance scores.

### APPLICATION PROCEDURE

A student desiring to enroll in the technical certificate program in Customer Service and Sales must:

1. Submit the Northeast State Application for Admission to the Office of Admissions and Records.
2. Indicate Customer Service and Sales certificate as the desired major on the Northeast State application form.
3. See a faculty advisor from the Business program prior to registering for classes.

### GAINFUL EMPLOYMENT DISCLOSURE

As required by the U.S. Department of Education  
<https://apps.northeaststate.edu/GainfulEmployment/>

## **TYPICAL JOB OPPORTUNITIES:**

Sales and Distribution Business Associate:

Provides input for sales and marketing managers of manufacturers, retailers or wholesale house, jobbers, or similar type establishment. Services include market research and analysis/establishing and managing a sales organization/evaluating sales statistics and reports.

Advertising Business Associate: Inspires consumer preference for goods and services, provides input for managers in advertising programs and campaigns, as well as customer accounts in advertising agencies.

Public Relations Business Associate: Provides input for selecting, developing, and distributing favorable, persuasive material through personal contact or various communication media in order to promote goodwill, develop credibility, or create a favorable public image for an individual/establishment/group/organization.

## **FOR FURTHER INFORMATION CONTACT:**

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or

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## **PROGRAM COMPETENCIES**

1. Demonstrate an understanding of global business, cultural, and legal environments.
2. Practice interpersonal and communications skills and ethical behavior appropriate in business settings.
3. Demonstrate proficiency in the use of spreadsheets, word processing, and related Internet business activities.
4. Apply the principles and techniques of sales and service to “real world” situations.

Northeast State Community College is part of the Tennessee Board of Regents system, Tennessee's largest higher education system, governing 40 post-secondary educational institutions with over 200 teaching locations. The TBR system includes 13 two-year colleges, 27 colleges of applied technology, and TN eCampus, providing programs to students across the state, country, and world.

Northeast State Community College does not discriminate on the basis of race, color, religion, creed, ethnic or national origin, sex, disability, age status as a protected veteran or any other class protected by Federal or State laws and regulations and by Tennessee Board of Regents policies with respect to employment, programs, and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Linda W. Calvert, Vice President for Administration & Grant Development, [AffAct@NortheastState.edu](mailto:AffAct@NortheastState.edu), P.O. Box 246, Blountville, TN 37617-0246, 423.323.0222.

Northeast State Community College's policy on nondiscrimination can be found at <https://apps.northeaststate.edu/ie/policymanual/pol.asp?p=254>.

Northeast State Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award the associate degree. Questions about the accreditation of Northeast State may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website ([www.sacscoc.org](http://www.sacscoc.org)).