

CUSTOMER INTERFACE EXCELLENCE (CIE), UNDERGRADUATE CERTIFICATE

Total Hours: 15 hours

Code	Title	Hours
MKTG 4693	Marketing Strategy and Customer- Employee Interactions	3
MKTG 4850	Applied Marketing Studies	3
MKTG 4850	Applied Marketing Studies	1
Three courses		
Choose two of the following:		6
MKTG 3473	Professional Selling	
MKTG 3513	Sales Management	
MKTG 3613	Retailing Management	
MKTG 4773	Services Marketing	

For detailed and latest information on this program, please contact Dr. Tom Brown, Spears School of Business, 424 Business, 405-744-5113.