

Sales and Customer Experience

PROGRAM CODE: 30-104-10



Technical Diploma



COURSES	CREDITS
MKTG-102 Marketing Principles.....	3
MKTG-104 Selling Principles.....	3
MKTG-106 Retail and Consumer Marketing ‡	3
MKTG-107 Customer Experience	3
MKTG-144 Client Services	3
MKTG-173 Marketing Research/Analytics.....	3

CREDITS

Total credits needed to complete this diploma

18

‡ Prerequisite required.

All courses in this program count toward the Marketing associate degree.

Program curriculum requirements are subject to change.

Current MATC students should consult their Academic Program Plan for specific curriculum requirements.

MATC courses are offered in person, entirely online or partially online. Check each course's delivery options in Self-Service at selfservice.matc.edu.

Location: Downtown Milwaukee Campus, Online Campus

Start Dates: August and January

Admission Requirement: High school diploma or equivalent

Financial Aid Eligible: Yes. Use code 003866 at fafsa.gov.

Program Description

Prepare for a successful sales career by developing knowledge of commercial and consumer markets, sales, client services and customer experience planning. Focusing on the latest sales trends and technologies, this program is designed for the sales novice or professionals looking to refresh their skills.

Career Outlook

This program is a Department of Labor “Bright Outlook Career” with expected growth of 10% over the next 10 years.

Program Learning Outcomes

- Develop marketing strategies.
- Develop selling strategies.
- Deliver sales presentations.
- Apply customer experience and client services strategies.
- Analyze sales information.



Complete Program Details

QUESTIONS? 414-456-5323, 414-297-8903 or leadpathway@matc.edu