



CUSTOMER RELATIONSHIP PROFESSIONAL

Technical Diploma Program Code: 30-106-8 Total Credits: 12

The only program of its kind in the Wisconsin Technical College System, Mid-State's Customer Relationship Professional program develops students into important members of a call center or customer service team. The program focuses on communicating with customers to help them navigate past challenges to fulfill their needs, emphasizing active listening, effective verbal communication, and customer service skills. Through hands-on projects, you will learn telephone etiquette, how to respond appropriately to customers, and how to perform quick problem-solving analysis while exceeding customer expectations.

Estimated tuition and fees: mstc.edu/programcosts

ACADEMIC ADVISOR

To schedule an appointment with an academic advisor, call 715.422.5300. Academic advisors will travel to other campuses as necessary to accommodate student needs. For more information about advising, visit mstc.edu/advising.

CHECKLIST:

This section will be completed when meeting with your academic advisor.

- FAFSA (www.fafsa.gov)
- Financial Aid Form(s)
Form(s): _____
- Follow-Up Appointment:
Where: _____
When: _____
With: _____
- Official Transcripts
Mid-State Technical College
Student Services Assistant
1001 Centerpoint Drive
Stevens Point, WI 54481
- Other: _____



mstc.edu • 888.575.6782 • TTY: 711



ADAMS CAMPUS
401 North Main
Adams, WI 53910

MARSHFIELD CAMPUS
2600 West 5th Street
Marshfield, WI 54449

STEVENS POINT CAMPUS
1001 Centerpoint Drive
Stevens Point, WI 54481

WISCONSIN RAPIDS CAMPUS
500 32nd Street North
Wisconsin Rapids, WI 54494

CAREER PATHWAY • BEGIN AT ANY POINT



CREDIT FOR PRIOR LEARNING AND EXPERIENCE

- Certifications and Licenses
- High School Credit
- Military Experience
- National/Standardized Exams
- Transfer Credit
- Work and Life Experience

Learn about Credit for Prior Learning at mstc.edu/cpl.



CERTIFICATE

BUSINESS SKILLS

Certificate • 9 Credits

FUNDAMENTALS OF BUSINESS ADMINISTRATION

Certificate • 9 Credits

HUMAN RESOURCES FOUNDATIONS

Certificate • 9 Credits

SMALL BUSINESS ENTREPRENEURSHIP

Certificate • 9 Credits

For more information and additional opportunities, visit mstc.edu/career-accelerator.



TECHNICAL DIPLOMA

CUSTOMER RELATIONSHIP PROFESSIONAL

Technical Diploma • 12 Credits

Start Your Career

- Call Center Agent
- Customer Care Representative
- Customer Service Representative

ENTREPRENEUR

Technical Diploma • 16 Credits

Start Your Career

- Business Owner
- Entrepreneur
- Founder/CEO

HUMAN RESOURCES ASSISTANT

Technical Diploma • 32 Credits

Start Your Career

- HR Generalist
- HR Recruitment Coordinator
- Job Analyst

OFFICE SUPPORT SPECIALIST

Technical Diploma • 32 Credits

Start Your Career

- Administrative Assistant
- Office Assistant
- Receptionist



ASSOCIATE IN APPLIED SCIENCE (AAS)

BUSINESS MANAGEMENT

Associate in Applied Science (AAS) • 64-65 Credits

Start Your Career

- Account Executive
- Department Supervisor
- Office Manager



BACHELOR'S DEGREE

BACHELOR'S DEGREE OPTIONS

Arizona State University, Bellevue University, Colorado State University Global, Concordia University, Franklin University, Grand Canyon University (GCU), Herzing University, Lakeland University, Milwaukee School of Engineering (MSOE), Mount Mary University (MMU), Northern Michigan University, University of Maryland Global, University of Phoenix, UW-Green Bay, UW-Oshkosh, UW-Stevens Point, UW-Stevens Point at Marshfield, UW-Stout, UW-Whitewater, Viterbo University, Western Governor's University, and Wisconsin Private-Nonprofit Universities/Colleges.

For more information and additional opportunities, visit mstc.edu/transfer.

OTHER OPTIONS

RELATED PROGRAMS

- Human Resources
- Project Management
- Leadership Development

SAMPLE FULL-TIME CURRICULUM OPTION

Term		12 credits
10102101	Intro to Business ☑	3
10106106	Quality Customer Service	3
10801195	Written Communication ☑	3
10801198	Speech ☑	3
Total credits		12

☑ This course has options available to receive credit for prior learning (CPL) or work experience. Visit the website at mstc.edu/cpl or contact your advisor for details.

Please Note:

- **This program can be completed entirely online.**
- Students complete a full-time course load over a 16-week term. This term may include a combination of classes taken in an 8-week session and classes taken over the full 16-week term.
- This curriculum sequence is only for student planning. Actual student schedules will vary depending on course availability.
- Program completion time may vary based on student scheduling and course availability. For details, go to mstc.edu/schedule.

SAMPLE PART-TIME CURRICULUM OPTION

Term		6 credits
10102101	Intro to Business ☑	3
10801198	Speech ☑	3
Total credits		6

Term		6 credits
10106106	Quality Customer Service	3
10801195	Written Communication ☑	3
Total credits		12

MULTIPLE MEASURES

Multiple Measures Writing (MMW): High school GPA of 2.6 and successful completion of 2.0 credits of high school writing courses with a "C" or better

Multiple Measures Reading (MMR): High school GPA of 2.6 and successful completion of 2.0 credits of high school literature courses with a "C" or better

Multiple Measures Math 1 (MMM_1): High school GPA of 2.6 and successful completion of 1.0 credits of high school math (Algebra 1 or equivalent) with a "C" or better

Multiple Measures Math 2 (MMM_2): High school GPA of 2.6 and successful completion of 2.0 credits of high school math including Algebra 1 and Algebra 2 with a "C" or better

Multiple Measures Science 1 (MMS_1): High school GPA of 2.6 and successful completion of 1.0 credits of high school lab science course with a "C" or better

Multiple Measures Science 2 (MMS_2): High school GPA of 2.6 and successful completion of 1.0 credits of high school chemistry with a "C" or better

Past high school and college transcripts are used in making course placement decisions.

COURSE DESCRIPTIONS

Intro to Business ☑

10102101.....3 credits

An introduction to what a business is, how it operates, and how it is managed. Students identify forms of ownership and the processes used in production and marketing, finance, personnel, and management in business operations.

Quality Customer Service

10106106.....3 credits

Addresses sensitivity in communicating with customers and co-workers. Includes international communications, teamwork, working relationships, and telephone skills.

Speech ☑

10801138.....3 credits

Explores the fundamentals of effective oral presentation to small and large groups. Topic selection, audience analysis, methods of organization, research, structuring evidence and support, delivery techniques, and other essential elements of speaking successfully, including the listening process, form the basis of this course. Includes informative, persuasive, and occasion speech presentations.

Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 253 and Writing of 262 or ACT of 21 Reading/19 English or completion of College Reading and Writing 1 10831104 with a "C" or better

Written Communication ☑

10801136.....3 credits

Develops writing skills which include prewriting, drafting, revising, and editing. A variety of writing assignments are designed to help the learner analyze audience and purpose, research and organize ideas, and format and design documents based on subject matter and content. Also develops critical reading and thinking skills through the analysis of a variety of written documents.

Prerequisite: High School GPA of 2.6 and MMW or Accuplacer Writing of 262 or ACT English score of 20 or completion of College Reading and Writing 1 10831104 with a "C" or better