

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: _	
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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

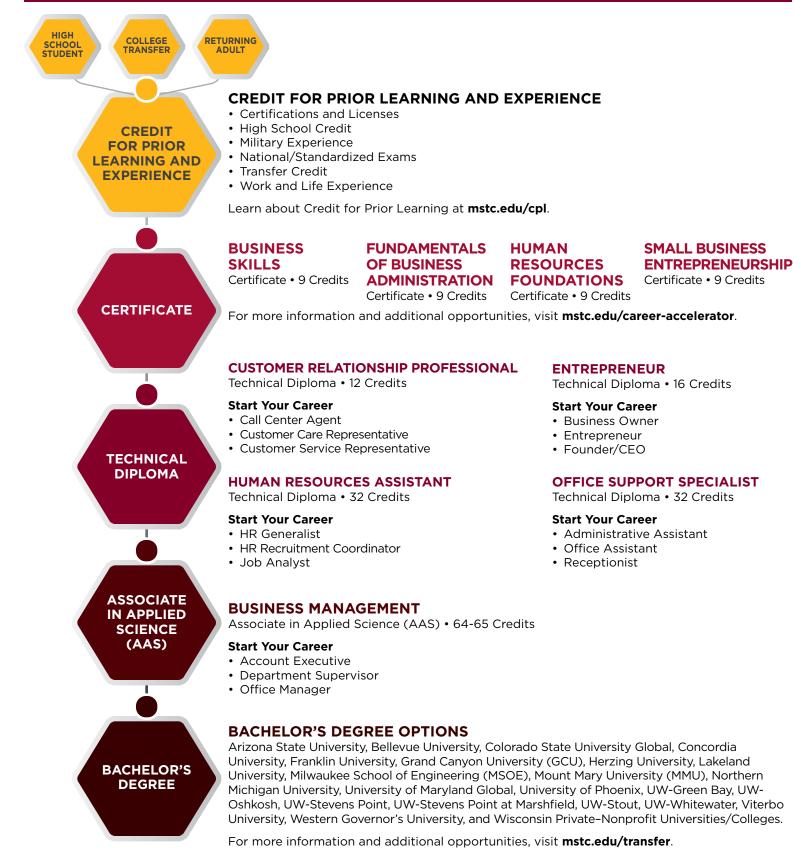
ADAMS CAMPUS 401 North Main Adams, WI 53910 MARSHFIELD CAMPUS 2600 West 5th Street Marshfield, WI 54449



STEVENS POINT CAMPUS 1001 Centerpoint Drive Stevens Point, WI 54481 WISCONSIN RAPIDS CAMPUS 500 32nd Street North Wisconsin Rapids, WI 54494

Mid-State does not discriminate on the basis of race, color, national origin, sex, disability, or age in its program, activity, or employment. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Vice President - Human Resources; 500 32nd Street North, Wisconsin Rapids, WI 54494; 715.422.5325 • AAEO@mstc.edu. 3/2024

CAREER PATHWAY • BEGIN AT ANY POINT



OTHER OPTIONS RELATED PROGRAMS

• Human Resources • Project Management • Leadership Development

OUTCOMES

Employers will expect you, as a Customer Relationship Professional graduate, to be able to:

- Demonstrate effective workplace communications.
- Model professionalism in the workplace.
- · Maintain internal and external relationships.

TECHNICAL SKILLS ATTAINMENT

The Wisconsin Technical College System (WTCS) has implemented a requirement that all technical colleges measure outcomes attained by students. This requirement is called Technical Skills Attainment (TSA). The main objective of TSA is to ensure graduates have the technical skills needed by employers. Customer Relationship Professional outcomes are measured in the TSA-designated course Quality Customer Service.

NOTES:

STUDENT HANDBOOK

Visit **mstc.edu/studenthandbook** to view Mid-State's student handbook, which contains information about admissions, enrollment, appeals processes, services for people with disabilities, financial aid, graduation, privacy, Mid-State's Student Code of Conduct, and technology.

GRADUATION REQUIREMENT

The GPS for Student Success course is required for all Mid-State program students and is recommended to be completed before obtaining 12 credits. (Not counted in the total credit value for this program.) Some students are exempt from this requirement. Please see your program advisor for more information.

GPS for Student Success

108901021 credit Integrate necessary skills for student success by developing an academic plan, identifying interpersonal attributes for success, adopting efficient and effective learning strategies, and utilizing Mid-State resources, policies, and processes. This course is recommended to be completed prior to obtaining 12 credits and is a graduation requirement unless you receive an exemption from your program advisor.

ADDITIONAL COURSES AS NEEDED

The following courses may be recommended or required if the student does not achieve minimum Accuplacer scores.

College Reading and Writing 1

10831104.....**3 credits** Provides learners with opportunities to develop and expand reading and writing skills to prepare for collegelevel academic work. Students will employ critical reading strategies to improve comprehension, analysis, and retention of texts. Students will apply the writing process to produce well-developed, coherent, and unified written work.

Pre-Algebra

10834109.....**3 credits** Provides an introduction to algebra. Includes operations on real numbers, solving linear equations, percent and proportion, and an introduction to polynomials and statistics. Prepares students for elementary algebra and subsequent algebra-related courses.

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 10102101 10801198	Intro to Business 🖻 Speech 🖻	6 credits 3 3
Term 10106106 10801195	Quality Customer Service Written Communication 🗗	6 credits 3 3
		Total credits 12

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 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 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*