



# 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. 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](http://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](http://mstc.edu/advising).

### NEW STUDENT CHECKLIST

Complete the following steps to prepare for your New Student Advising appointment with your academic advisor:

- ☐ Submit a Mid-State application at [mstc.edu/apply](http://mstc.edu/apply).
- ☐ Send official transcripts to:  
Mid-State Technical College  
Student Services  
1001 Centerpoint Drive  
Stevens Point, WI 54481
- ☐ Set up student MyCampus account at [mstc.edu/mycampus-assistance](http://mstc.edu/mycampus-assistance).
- ☐ Schedule a New Student Advising appointment at [mstc.edu/advising](http://mstc.edu/advising).



[mstc.edu](http://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  
DOWNTOWN 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

### 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](https://mstc.edu/cpl).

## CERTIFICATE

### BUSINESS COMMUNICATIONS FOUNDATIONS

Certificate • 9 Credits

### BUSINESS LEGAL FOUNDATIONS

Certificate • 6 Credits

### BUSINESS OFFICE FOUNDATIONS

Certificate • 6 Credits

### FOUNDATIONS OF BUSINESS ADMINISTRATION

Certificate • 9 Credits

### HUMAN RESOURCES FOUNDATIONS

Certificate • 6 Credits

### LEADERSHIP FOUNDATIONS

Certificate • 6 Credits

For more information and additional opportunities, visit [mstc.edu/career-accelerator](https://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

For those interested in continuing their education, Mid-State offers transfer agreements with various four-year colleges and universities. For more information and additional opportunities, visit [mstc.edu/transfer](https://mstc.edu/transfer).

## OTHER OPTIONS

### RELATED PROGRAMS

- Human Resources
- Project Management
- Leadership Development

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

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
10801196	Oral/Interpersonal Communication	3
<b>Total credits 12</b>		

This course has options available to receive credit for prior learning (CPL) or work experience. Visit the website at [mstc.edu/cpl](http://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](http://mstc.edu/schedule).

## SAMPLE PART-TIME CURRICULUM OPTION

Term		6 credits
10102101	Intro to Business	3
10801196	Oral/Interpersonal Communication	3
<b>Total credits 12</b>		

  

Term		6 credits
10106106	Quality Customer Service	3
10801195	Written Communication	3
<b>Total credits 12</b>		

### 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 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 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 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.

### Oral/Interpersonal Communication

**10801196 .....3 credits**

Focuses on developing effective listening techniques and verbal and nonverbal communication skills through oral presentation, group activity, and other projects. The study of self, conflict, and cultural contexts will be explored, as well as their impact on communication.

*Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English*

### Quality Customer Service

**10106106 .....3 credits**

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

### 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*