

Date: January 23, 2025

**WILLIAM RAINEY HARPER COLLEGE  
FAST TRACK PROGRAM**

**Customer Success and Sales Certificate**

Start Date: August 18, 2025 (OG5L-F04)

***All Courses Are Online***

| <b>Semester 1: Fall 2025</b>   |  |
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| <u>Course Name</u>   | <u>Dates</u>   |
| <b>Orientation:</b> Required online orientation.   | Online orientation site opens week of Aug. 18  |
| <b>MGT 154</b> (3 credits): Entrepreneurship   | Online 9/2 – 10/12 (6 weeks)<br><i>See course syllabus for textbooks and assignments.</i>  |
| <b>MKT 140</b> (3 credits): Principles of Professional Selling   | Online 10/13 – 12/7 (8 weeks)<br><i>See course syllabus for textbook and assignments.</i>  |
| <b><i>Break 12/8/25 – 1/11/26</i></b>  |  |
| <b>Semester 2: Spring 2026</b>   |  |
| <b>MKT 180</b> (3 credits): Strategic Communication for a Digital World<br><i>Recommended preparation: ENG101 or placement options into ENG101</i> | Online 1/12 – 3/8 (8 weeks)<br><i>See course syllabus for textbook and assignments.</i>    |
| <b>MKT 146</b> (3 credits): Customer Service Skills for Success  | Online 3/9 – 5/10 (9 weeks)<br><i>See course syllabus for textbook and assignments.</i>    |
| <b>Semester 3: Summer 2026</b>   |  |
| <b>MKT 243</b> (3 credits): Social Commerce & Sales  | Online 5/18 – 6/28 (6 weeks)<br><i>See course syllabus for textbook and assignments.</i>   |
| <b><i>Break 6/29 – 8/23</i></b>  |  |
| <b>Semester 4: Fall 2026</b>   |  |
| <b>MKT 147</b> (3 credits): Salesforce®: Customer Relationship Management  | Online 8/24 – 10/18 (8 weeks)<br><i>See course syllabus for textbook and assignments.</i>  |
| <b>MKT 252</b> (3 credits): Internet Marketing   | Online 10/19 – 12/13 (8 weeks)<br><i>See course syllabus for textbook and assignments.</i> |
| <b>Graduation: Customer Success and Sales Certificate</b>  |  |

Fast Track general homework expectation: 10-20 hours per week per course.

| Course  | Prerequisites  |
|---------|--|
| MKT 180 | Recommended preparation: ENG101 or placement into ENG101 due to the language emphasis of the course. |