

# CERTIFICATE IN CUSTOMER EXPERIENCE MANAGEMENT

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The Customer Experience Management certificate provides management skills and strategic insights for providing consumers with satisfying experiences across a cross-section of markets, including retailing, hospitality, and entertainment. Customers' experiences often extend into online contexts. This certificate will provide an understanding of digital tools used to attract customers and address their needs for information and online services.

## Learning Objectives

This certificate provides students with an understanding of marketing strategies and tactics for creating favorable (1) online experiences; (2) retail/service environments; and (3) service-related interactions.