



# Sales and Customer Experience

## TECHNICAL DIPLOMA

Program Code: 30-104-10

**Downtown Milwaukee, Mequon, Oak Creek campuses (Also offered online)**

Prepare for a successful sales career by developing knowledge of commercial and consumer markets, sales, client services and customer experience planning. Focusing on the latest sales trends and technologies, this program is designed for the sales novice or professionals looking to refresh their skills.

### Career Outlook

Sales and customer experience careers are U.S. Department of Labor "Bright Outlook" careers with expected growth of 10% to 14% through 2026.

After earning this technical diploma, your credits can be applied to completing the Marketing associate degree.

### Program Learning Outcomes

- Develop marketing strategies
- Develop selling strategies
- Deliver sales presentations
- Apply customer experience and client services strategies
- Analyze sales information

### Admission Requirement

- A high school diploma or GED



**Business & Management**  
**MILWAUKEE AREA Technical College**

COURSES	Credits
<b>MKTG-102</b> Marketing Principles .....	3
<b>MKTG-104</b> Selling Principles .....	3
<b>MKTG-106</b> Retail and Consumer Marketing ‡ .....	3
<b>MKTG-107</b> Customer Experience .....	3
<b>MKTG-144</b> Client Services .....	3
<b>MKTG-173</b> Marketing Research/Analytics .....	3
<b>TOTAL CREDITS: 18</b>	

‡ Prerequisite required.  
All courses in this program count toward the Marketing associate degree.  
Program curriculum requirements are subject to change.

Current MATC students should consult their [Academic Program Plan](#) for specific curriculum requirements.

Possible Careers

- Professional Selling and Sales Management
  - Account Representative
  - Brand Ambassador
  - Customer Care Representative
  - Direct Salesperson
  - Inside Salesperson
  - National Accounts Sales Representative
  - Outside Sales Representative
  - Retail Sales Representative
  - Route Sales Representative
  - Sales Assistant
  - Sales Representative
  - Territory Sales Representative
- (For full description, see [matc.edu](https://matc.edu).)

Related Programs

- Digital Marketing and Integrated Communications
- Marketing



10% Post Consumer Recycled



[matc.edu](https://matc.edu) or 414-297-MATC  
Wisconsin Relay System 711

**Downtown Milwaukee Campus**  
700 West State Street

**Mequon Campus**  
5555 West Highland Road

**Oak Creek Campus**  
6665 South Howell Avenue

**West Allis Campus**  
1200 South 71st Street

**MATC Education Center  
at Walker's Square**  
816 West National Avenue, Milwaukee