



# C2M COURSE ANNOUNCEMENT

## BUSM 200—CUSTOMER GROWTH & RETENTION

<b>Enrollment Deadline:</b>	<b>October 1, 2021</b>	<b>Credit Hours:</b>	<b>2</b>
<b>Meeting Day(s):</b>	Oct. 28 (Thursday)	<b>Meeting Time(s):</b>	6-8 pm
<b>Capstone or Assessment(s):</b>	<b>Assessment I</b>	<b>Assessment II</b>	<b>Capstone Project</b>
	N/A	N/A	N/A
<b>Cost:</b>	\$20		
<b>Course Format:</b>	Live (Virtual) <small>Note: Access link will be provided via email following registration.</small>	<b>Number of Instructor- or Computer-Graded Modules:</b>	N/A
<b>Instructor(s):</b> <b>Author: (if different from instructor)</b>	Rachel Allmon, M.S.HRLD N/A	<b>Lead Developer:</b>	RA
<b>Course Description:</b>	Overview of emerging customer relations and engagement strategies through scenario based activities and a case study.		
<b>Prerequisite:</b>	None		
<b>General Education Course:</b>	No		
<b>Textbooks:</b> <small>*See sample text cover below</small>	N/A (Materials provided by Instructor) ISBN-10: None ISBN-13: None		
<b>Course Categories:</b>	General Business, Management, Communication, Human Relations		

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