

# CUSTOMER RELATIONSHIP PROFESSIONAL

## Technical Diploma

**Program Code: 30-106-8**

**Total Credits: 13**

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.

To learn more about this program, visit [mstc.edu/programs](https://mstc.edu/programs).

### 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](https://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](https://mstc.edu/apply).
- Send official transcripts to:  
Mid-State Technical College  
Student Services  
500 32nd Street North  
Wisconsin Rapids, WI 54494
- Complete the Free Application for Federal Student Aid (FAFSA) at [fafsa.gov](https://fafsa.gov). Mid-State's Financial Aid team is available to assist with your FAFSA application and to answer your financial aid questions. Contact Financial Aid or schedule an appointment at [mstc.edu/financial-aid](https://mstc.edu/financial-aid).
- Set up student MyCampus account at [mstc.edu/mycampus-assistance](https://mstc.edu/mycampus-assistance).
- Schedule a New Student Advising appointment at [mstc.edu/advising](https://mstc.edu/advising).

[mstc.edu](https://mstc.edu) • 888-575-6782 • TTY: 711



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Mid-State does not discriminate on the basis of race, color, national origin, sex, disability, or age in its program, activity, or employment. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Vice President - Human Resources; 500 32nd Street North, Wisconsin Rapids, WI 54494; 715-422-5325 • AAEO@mstc.edu. 3/2026-AC

## CAREER PATHWAY



**Career pathways help you build your education step by step. Each stage offers one or more credentials that are recognized by employers and lead to real jobs—and you can keep building toward your career goals as you go.**

**Begin at any point.**

### **Prior Learning**

#### **Credit for Prior Learning**

- Certifications and Licenses
- 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).

### **High School Credit**

- High School Dual Credit
- Mid-State Fast Track

Learn about High School Credit at [mstc.edu/dc](https://mstc.edu/dc).

### **Certificate**

- Business Communications Foundations (9 Credits)
- Business Legal Foundations (6 Credits)
- Business Office Foundations (6 Credits)
- Foundations of Business Administration (9 Credits)
- Human Resources Foundations (6 Credits)
- Leadership Foundations (6 Credits)

### **Technical Diploma**

- Customer Relationship Professional (13 Credits)  
Start Your Career: Account Representative, Call Center Agent, Client Services Specialist, Customer Service Representative
- Entrepreneur (17 Credits)  
Start Your Career: Business Owner, Entrepreneur, Founder/CEO
- Human Resources Assistant (33 Credits)  
Start Your Career: HR Generalist, HR Recruitment Coordinator, Job Analyst
- Office Support Specialist (33 Credits)  
Start Your Career: Administrative Assistant, Office Assistant, Office Support Specialist, Program Assistant, Secretary

### **Associate Degree**

- Business Management (65-66 Credits)  
Start Your Career: Account Executive, Department Supervisor, Office Manager, Production Supervisor, Store Leader

### **Bachelor's Degree**

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

### **Other Options**

Related Programs: Human Resources, Project Management, Leadership Development

## OUTCOMES

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

- Demonstrate effective workplace communications.
- Model professionalism in the workplace.
- Maintain internal and external relationships.

## TECHNICAL SKILLS ATTAINMENT

The Wisconsin Technical College System (WTCS) has implemented a requirement that all technical colleges measure outcomes attained by students. This requirement is called Technical Skills Attainment (TSA). The main objective of TSA is to ensure graduates have the technical skills needed by employers. Faculty will let students know when and how the TSA is being assessed in the program.

## STUDENT HANDBOOK

Visit [mstc.edu/studenthandbook](http://mstc.edu/studenthandbook) to view Mid-State's student handbook, which contains information about admissions, enrollment, appeals processes, services for people with disabilities, financial aid, graduation, privacy, Mid-State's Student Code of Conduct, and technology.

## GRADUATION REQUIREMENT

The GPS for Student Success course is required for all Mid-State program students and is recommended to be completed before obtaining 12 credits. Some students are exempt from this requirement. Please see your academic advisor for more information.

## ADDITIONAL COURSES AS NEEDED

The following courses may be recommended or required if the student does not achieve minimum placement scores.

### College Reading and Writing 1

**10831104**

**3 credits**

Provides learners with opportunities to develop and expand reading and writing skills to prepare for college-level academic work. Students will employ critical reading strategies to improve comprehension, analysis, and retention of texts. Students will apply the writing process to produce well-developed, coherent, and unified written work.

### Pre-Algebra

**10834109**

**3 credits**

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.

## MULTIPLE MEASURES

Students can place into courses using high school GPA and completed classes. Placement can be determined in the following ways:

- **Multiple Measures Writing (MMW)**  
High school GPA of 2.6 & successful completion of 2.0 credits of high school writing courses with a "C" or better
- **Multiple Measures Reading (MMR)**  
High school GPA of 2.6 & successful completion of 2.0 credits of high school literature courses with a "C" or better
- **Multiple Measures Math 1 (MMM\_1)**  
High school GPA of 2.6 & successful completion of 1.0 credit of high school math (Algebra 1 or equivalent) with a "C" or better
- **Multiple Measures Math 2 (MMM\_2)**  
High school GPA of 2.6 & successful completion of 2.0 credits of high school math including Algebra 1 and Algebra 2 with a "C" or better
- **Multiple Measures Science 1 (MMS\_1)**  
High school GPA of 2.6 & successful completion of 1.0 credit of high school lab science course with a "C" or better
- **Multiple Measures Science 2 (MMS\_2)**  
High school GPA of 2.6 & successful completion of 1.0 credit of high school chemistry with a "C" or better

*Past high school and college transcripts are used in making course placement decisions.*

## SAMPLE FULL-TIME CURRICULUM OPTION

### Customer Relationship Professional • 13 Total Credits

Term 13 Credits	Course Number	Course Name	CPL	Credits
	10102101	Introduction to Business	Yes	3
	10106106	Quality Customer Service	Yes	3
	10801195	Written Communication	Yes	3
	10801196	Oral/Interpersonal Communication	Yes	3
	10890102	GPS for Student Success	Yes	1

#### Please Note

- Credit for Prior Learning (CPL) options are available for some courses. You can visit [mstc.edu/cpl](http://mstc.edu/cpl) or contact your academic advisor for details.
- This curriculum sequence is only for student planning. Actual student schedules will vary depending on course availability.
- This program is offered online and classes are in an 8-week format.
- Program completion time may vary based on student scheduling and course availability. For details, go to [mstc.edu/schedule](http://mstc.edu/schedule).
- Get the latest updates online at [mstc.edu](http://mstc.edu).

## SAMPLE PART-TIME CURRICULUM OPTION

### Customer Relationship Professional • 13 Total Credits

Term 7 Credits	Course Number	Course Name	CPL	Credits
	10102101	Introduction to Business	Yes	3
	10801196	Oral/Interpersonal Communication	Yes	3
	10890102	GPS for Student Success	Yes	1

Term 6 Credits	Course Number	Course Name	CPL	Credits
	10106106	Quality Customer Service	Yes	3
	10801195	Written Communication	Yes	3

### **Introduction 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.

### **GPS for Student Success**

**10890102**

**1 credit**

Integrate necessary skills for student success by developing an academic plan, identifying interpersonal attributes for success, adopting efficient and effective learning strategies, and utilizing Mid-State resources, policies, and processes. This course is recommended to be completed prior to obtaining 12 credits and is a graduation requirement unless you receive an exemption from your program advisor.

### **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 or College Reading and Writing with a C or better*

### **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**

**10801195**

**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*