
2024-25 ACADEMIC COURSES

BMG 205 : CREATING CUSTOMER EXPERIENCE

In this course, students learn how to create and deliver engaging, memorable, and positive customer experiences that build customer loyalty, word-of-mouth customers, and in turn, organizational success. Students apply the core concepts to their daily work with a focus on enhancing the quality and consistency of all the interactions a customer/client has with the service provider. Finally, students refine their personal skills needed to be successful in the constantly changing and customer-centric business environment. Level I Prerequisite: Academic Reading and Writing Levels of 6

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Description	Hours
Credits	3
Lecture Hours	45
Clinical Hours	0
Lab Hours	0
Other Hours	0
Total Hours	45

Accurate as of 05/16/2025 Information is subject to change without notice.