

Diploma in **MANAGING CUSTOMER RELATIONSHIPS**

Diploma

6
MONTHS

Diploma
with Co-Op

1
YEAR



VGC's **Diploma in Managing Customer Relationships** sets students up for success by providing a comprehensive set of theories, skills, and practices to effectively manage customer relationships in a business environment.

- Learn to **manage customer expectations** in a North American business setting
- Discover proven sales techniques and **gain a deeper understanding** of your customers
- **Enhance your skill set and knowledge base** through individual and group based instructional models
- Apply the theories you've learned into a workplace setting via a 6-month **Co-Op program**, or choose the diploma program only

CO-OP WORK EXPERIENCE

The paid Co-Op work experience is an important part of this program. It allows students to apply their classroom lessons in a variety of real-world work settings. It is designed to let the student experience a Canadian work environment that supports the learning objectives of their class.

Over the course of the academic program, Co-Op students will take a four-week Job Search course. It will help them with researching employment opportunities, understanding their own strengths and weaknesses and building a professional image.

Students will work with a Co-Op Coordinator to find suitable work opportunities and be assisted to successfully complete their Co-Op program. Following the completion of the Co-Op portion, each student will complete a two-week Capstone project to finish the Diploma program.

i PROGRAM INFORMATION

Monday to Thursday

8:45am to 1:50pm

Friday

8:45am to 11:45am

*Class start and end times may vary as schedules will be modified to accommodate Canadian holidays.

L DURATION

Diploma:

520 hours of instruction over 26 weeks (6 months)+ 2 weeks of Capstone

Diploma with Co-Op:

540 hours of instruction + 540 hours of Co-Op, 50 weeks in duration (24 weeks of academic study + 24 weeks of Co-Op + 2 weeks of Capstone)

📋 ENTRY REQUIREMENTS

- 18+ years old or complete High School
- Reach an IELTS 5.5 (academic) or TOEFL 70 or equivalent or achieve a VGC level 6 Upper Intermediate or pass the VGC placement test (only for international students)
- Pass VGC admissions interview

📅 START DATES

Students can start every 4 weeks.

Please refer to vgc.ca/start-dates for an overview.

Please contact marketing@vgc.ca for fees.

COURSE OVERVIEW – ACADEMIC STUDY

Marketing Essentials

Students learn the essentials of marketing for customers and clients. This course provides a general overview of marketing with a focus on specific job skills in a typical marketing lifecycle including sales, customer relationships and communication.

Applied Leadership in the Workplace

This course provides an overview of theories in applied leadership in the workplace as it relates to managing customer relations. The students learn about themselves to determine their own leadership style. Through studying the leadership styles of historical and current business leaders, students will learn various approaches to managing customers in diverse situations.

Practical Sales Techniques

In this course, the students learn the essentials of how to be a salesperson and how to develop a personal sales approach. The students will learn about the opportunities in sales in the age of information and technology. They will get practical experience on how to develop professional relationships with their clients using communication and buyer psychology.

Practical Business Calculations

Students will learn about the practical business mathematics used in everyday businesses. The skills learned in this course will serve the student well both in their professional and personal financial life.

*It is recommended that students bring their own financial calculator for this course. For more information on calculator types and alternative options please refer to the Course Outline on the VGC website.

Principles of Managing Customer Relationships

In this course, the students will learn the fundamentals of Customer Relationship Management. From a sales and selling perspective, they will learn the principles of customer acquisition, customer engagement and developing long-term customer relationships.

Introduction to Canadian Business Management

Students will gain an understanding of the best practices used by Canadian businesses. This course will provide the theory and practical knowledge to understand how businesses operate, strategize, structure, develop and manage their companies.



OVERVIEW – CO-OP PORTION

Job Search Afternoon Class (4-week course during academic study period)

This four-week, afternoon class introduces the students to employment search strategies, including understanding their strengths and weaknesses, building their professional image and researching job opportunities. It is an important part of the Co-Op program and prepares students with the interview skills, resume and cover letters to find successful employment.

Co-Op Work Experience

The six-month paid Co-Op gives students work experience in the Canadian workplace. It allows the students to see first-hand how the theoretical lessons of the program play out in a real work situation. Students will be able to apply their learning and then complete reports about their experience.

Two weeks of Capstone: Co-Op Review, Project Work and Graduation

After the Co-Op has ended, students return to VGC to complete a project that reflects on the experience and the outcomes of their course. Through this two-week final project, the students will present their findings and lessons learned from theory to the workplace.