

Ent 388: e-Commerce Strategy for Entrepreneurs

Most of today's organizations must integrate some degree of e-commerce into their operational frameworks. E-commerce is not limited to the sale of tangible products online, although this is a popular business model. It extends to all entities seeking online transactions with target customers, including subscription services, nonprofit and charitable organizations, and governmental entities, among others. This course introduces important concepts, skills, and tactics that are necessary for successful e-commerce strategy. Covered topics include content creation, inventory management, popular transaction platforms, e-commerce performance metrics, brand promotion, payment solutions, and the particulars of common online platforms (Amazon, Etsy, etc).

3 Credits Prerequisites

• Ent 386: Digital Marketing

Instruction Type(s)

- Lecture: Lecture for Ent 388
- Lecture: Web-based Lecture for Ent 388
- Lecture: Compressed Video for Ent 388

Subject Areas

• Entrepreneurship/Entrepreneurial Studies

Related Areas

<u>Small Business Administration/Management</u>

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

