Ent 388: e-Commerce Strategy for Entrepreneurs

Management

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

- Pre-requisite: 54 Completed Hours.

Instruction Type(s)

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

Subject Areas

- Entrepreneurship/Entrepreneurial Studies

Related Areas

- Small Business Administration/Management

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