

E-COMMERCE (ECOM)

ECOM 1001 Credits: 1**Developing Ecommerce Total Hours: 15**

In this course, students will be introduced to the current ecommerce landscape and the components of a successful online business. Students will learn how to launch their own webstore considering a variety of ecommerce platform options, website structure, design principles, branding, sales, and contractor hiring.

ECOM 1002 Credits: 1.5**Maintaining Ecommerce Total Hours: 24**

In this course, students will gain the actionable skills needed to optimize and enhance the day-to-day operations of an ecommerce business through cart functionality manipulation and data analysis. Students will define analytics metrics and implement tools in order to optimize the user experience and sales key performance indicators (KPI). Students will also learn to improve website performance through content creation and search engine optimization (SEO) implementation.

ECOM 1003 Credits: 2**Growing Ecommerce Total Hours: 36**

Students will learn the technical skills and design elements needed to create a high converting ecommerce website. Students will learn how to implement online sales strategies to increase revenue, formulate forecasting strategies for increasing traffic, and interpret complex website metrics and use them to make data-driven decisions. Students will also learn the basics of scaling an ecommerce business for other geographies.