

Learn E-Commerce Online



This Spring, take ECOM 383 (Business-to-Consumer E-Commerce Marketing) online at Ferris State - learn online marketing/social media.

Dear Student:

This spring semester the Marketing Department at Ferris State University/Big Rapids offers ECOM 383 (Business-to-Consumer E-Commerce Marketing) in a **100% online format**. The only prerequisite is Principles of Marketing, and I can waive that requirement if you have sufficient background. I will be teaching the class, and I hold the permits. The class may be transferable to other institutions as a business or marketing elective.

ECOM 383 provides students with a theoretical and conceptual framework for e-commerce marketing, combined with hands-on projects that will familiarize you with the most frequently used Social Media and E-Commerce Marketing sites from the marketer's point of view.

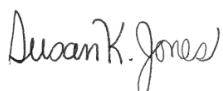


I am a published e-commerce marketing author, and I was recently named one of “Fifty Fascinated Professors Who Tweet.” I have spent considerable time getting up to speed on social media, and I’ll be helping each student prepare for the world of e-commerce that will be a big part of their future careers. Class members will be developing personal online profiles that ensure that future employers see them in the best light, and they’ll learn best practices for social media and e-commerce marketing for businesses large and small.

ECOM 383 allows students to work toward a 100% online E-Commerce Certificate, which you can see preview online at <http://catalog.ferris.edu/programs/345/>.

Please contact me x2468, or via e-mail at jones@ferris.edu for more information on this course. Thank you for your consideration.

Sincerely,



Susan K. Jones, Professor of Marketing