Are you interested in how e-commerce platforms are used to sell products and services? Have you thought about creating an e-commerce businesses?

This course is designed to understand the basics of e-commerce and what it takes to launch and run a successful online business. Students will be asked to research various components of the e-commerce world such as marketplaces and platforms and will evaluate the best use of each. Students will also learn how social media platforms and influencers are used to promote, create buzz and drive traffic to certain retailers. By the end of the course students will have ironed out a potential product/business idea. In addition, students will be exposed to the entrepreneurial ecosystem within the University so that they may continue to grow their business after the course concludes.

This course is taught by Jennifer Murphy, Director of the Connecticut Center for Entrepreneurship & Innovation. In addition, Jennifer owns and operates an e-commerce business that delivers and markets products to customers through various platforms such as Etsy, Squarespace, Shopify and social media outlets.