

E-Business Series



This hands on series is designed to provide participants, including small business owners and entrepreneurs, to get an overview of the vast array of opportunities online. In an effort to simplify an overwhelming task, this series has been broken into easily digestible components; Introduction to the tools available online, E-Marketing, E-Commerce, E-Communications and the latest, Mobile Computing. Participants will leave with a basic understanding of the simple web tools available, a workable strategy, discover how easy these tools are to use/manage, and how low the costs are compared to more traditional methods. This entire series is vital to growing your business, keeping up with the competition, building your brand awareness and maximizing profits. This series of classes will help you simplify the process. Take one or all four!

Introduction to E-Business – This hands on class will introduce you to the world of online business including web site development (template vs custom), blogs, social networking, e-newsletters, digital business cards, e-communication and mobile computing. Top web tools will be discussed for building web sites, blogs, social networking, and e-commerce. 6 hours

Thursdays, April 22, 29, 6-9 p.m.

E-Marketing – Do you know how to drive more traffic to your site or blog? Do you know how to brand your company on line? Do you know how to do search engine optimization? Do you know how to research online? Are you utilizing social media and online press releases to drive business to your website or business? This class is designed to assist participants to develop a workable strategy and get results utilizing websites, blogs, e-newsletters, online promotions, and online coupons. Online promotion is vital to growing your business, keeping up with the competition, building your brand awareness and maximizing profits. At the end of the course, time has been set aside to review participants online strategies and make recommendations. (12 hours, 4-3 hours sessions)

Thursdays, May 6 – 27, 6-9 p.m. and August 5-26 Thursdays 6-9 p.m.

E-Commerce – This class is designed to maximize sales, easy checkouts, understanding on line tools like PayPal and merchant accounts. This hands-on class will compare and contrast different e-commerce sites. Students will create a simulated online store front using online tutorials. Participants e-commerce sites will be reviewed and evaluated. (6 hours)

Tuesday, Thursday, June 1 - 3, 6-9 p.m.

E-Communication – This hands on course will introduce you to the world of online communications including teleconferencing, online meetings, presentations online, and webinars. The class will go over the latest tools in online communication including Skype, Go-to-Meeting, Web X and others. This will not only save your company money, but will help you “go green” and lower your carbon foot print by not having to physically travel for your connections. (6 hours)

Monday and Thursday, May 31, June 3, 6-9 p.m.

Mobile Computing – Maximize online tools for a huge savings to your company. Optimize your smart phone, use on line billing and invoicing, Online storage options for your business files on the web for easy accessibility from anywhere in the world. (3 hours)

Thursday, June 17. 6-9 p.m.

For more information, please call (505) 224-5200, visit www.cnm.edu/wtc or e-mail workforce@cnm.edu.

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