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Taking your small business online? THE E-COMMERCE ENTREPRENEURSHIP CREDENTIAL

Are you ready to grow your small business through E-Commerce sales and marketing?

If the answer is yes, this program will put you on the right track. The E-Commerce Entrepreneurship Credential is an accelerated, intensive 5-week program designed to help aspiring entrepreneurs and existing small business owners take their businesses to the next level and shift their resources and business models to support customers through an E-commerce platform.

Classes are held every Saturday, starting Jan. 23, 2021
9 AM - 2 PM | Virtual/Online

ONLY \$50
FOR ALL SELECTED
ENTREPRENEURS

PROGRAM SCHEDULE

WEEK 1 | History of E-commerce and how it has evolved today

WEEK 2 | Explore state laws, regulations and more for customers

WEEK 3 | Navigate solutions from website hosting to E-commerce integration, shopping cart and payment gateways

WEEK 4 | Learn how to create a Business Canvas Model to know your channels, key activities, revenue stream and more!

WEEK 5 | Develop a solid and sustainable project management plan

Selection Criteria

- DeKalb, Newton or Rockdale County resident
- Small business owner or aspiring entrepreneur
- Completion of an application

Visit gptc.edu/E-Commerce-credential/ for full selection process details.

To register, please visit
<https://bit.ly/3kDd0xS>



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