



News Release

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Cuesta Expands Business Program with Innovative E-Commerce Courses

Cuesta College has added six new e-commerce courses to their curriculum, addressing current online business and social networking practices.

The three and four credit courses will be offered under the Business Education Department to augment existing programs and degree offerings. The classes include: Introduction to E-Commerce, Social Media Marketing, E-Commerce: Information Products, E-Commerce: Physical Products, E-Commerce: Entrepreneurship and Everything eBay.

Introduction to E-Commerce and Social Media Marketing will be the first two classes introduced in the fall 2009 semester, with the remaining four to follow in subsequent semesters.

The introductory class will summarize online buying, selling and delivery of products and services for both personal and professional purposes. It will also address internet security and privacy issues, including credit card use, analyzing revenue streams and evaluations of popular shopping cart packages.

Social Media Marketing will explore the use of MySpace, Facebook, LinkedIn, Twitter, Google AdWords and Google AdSense. The course will also cover personal branding methods, blogs, email campaigns, affiliate marketing, viral marketing and career opportunities in the field.

All six classes will be offered at various Cuesta College locations as demand and opportunity dictates. The new courses will be offered primarily in the late afternoons and evenings to accommodate business owners and working professionals, as well as students.

Instructors are still being hired to teach the courses and can apply through April 17 at <http://academic.cuesta.edu/humres/index.htm>.

Cuesta College news releases are available on the Internet at
<http://academic.cuesta.edu/pim/pr/index.htm>

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