

Amazon Small Business Academy

Amazon has selected Bunker Hill Community College as one of the six colleges in the country to offer the Amazon Small Business Academy, which helps entrepreneurs, startups, and business owners succeed online.

The training opportunity will offer three affordable non-credit classes this spring for a total of 16 hours of instruction.

BHCC will hold classes on Wednesday evenings, starting in April. Small business owners will have the opportunity to learn strategies to build and grow their small businesses. The classes will cover the fundamentals of online business strategies, marketing, merchandising, inventory management, and more.

Courses:

- Beginner Module
- Intermediate Module
- Advanced Module
- Bundle all 3 together



Amazon Online Selling Workshop – Beginner

SBW-102E

Learn how selling online can fit into your larger business plan. Amazon's online selling workshop is for aspiring entrepreneurs and active business owners who want to learn how to step into a virtual selling strategy. Learn how selling online can become part of your overall business strategy, while learning about identifying your customer segment, and how to communicate your brand online. Duration: 4 hours.

Amazon Online Selling Workshop – Intermediate

SBW-103E

Learn the fundamentals of the full lifecycle of an online sale. In Amazon's intermediate online selling workshop you will learn techniques for writing a compelling listing, processing an order, choosing options for warehousing and shipping, managing customer service and returns, and how to learn from customer reviews. Duration: 6 hours.

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Registration: bhcc.edu/cce-catalog

Bunker Hill Community College
Division of Workforce and
Economic Development
Charlestown Campus H-Building, Room H115

250 New Rutherford Ave., Boston, MA 02129
Phone: 617-228-2462 | Fax: 617-228-2080
Email: commed@bhcc.edu
bhcc.edu/workforce | bhcc.edu/ce

AFFIRMATIVE ACTION and EQUAL OPPORTUNITY POLICY Bunker Hill Community College does not discriminate on the basis of race, creed, religion, color, gender, sexual orientation, gender identity, age, disability, genetic information, maternity leave status, criminal record or national origin in its educational programs or in admission to, access to, treatment in or employment in its programs or activities as required by Title VI, Civil Rights Act of 1964; Title IX, Education Amendments of 1972; and Section 504, Rehabilitation Act of 1973 and regulations promulgated thereunder.

Amazon Online Selling Workshop – Advanced

SBW-104E

Learn next level techniques for growing your online selling presence. The Advanced Amazon online selling workshop explores optional tools available to help build awareness of your brand including advertising, deals, and coupons. You will also learn about pricing tools available and expanding into additional international geographies. Duration: 6 hours.

Amazon Online Selling Workshop Series – Full Course

SBW-101E

Small business owners will have the opportunity to learn strategies to build and grow their small businesses. Entrepreneurs will learn how selling online can fit into their larger business plan, the fundamentals of the full lifecycle of an online sale, and next-level techniques for growing their online selling presence. Duration: 16 hours.

Registration: bhcc.edu/cce-catalog