

# NEWS RELEASE

**Wilfrid Laurier  
University**



**New course shows business students how to succeed on the Internet**

**For Immediate Release**

**November 01, 1999  
78-99**

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WATERLOO – Virtual communities, on-line branding, consumer e-commerce, business-to-business e-commerce – every day the Internet is changing how people do business. The next generation of business successes will emerge from organizations that can leverage new media technologies to meet changing consumer needs.

That is the underlying principle behind Wilfrid Laurier University's first e-commerce course. Marketing Electronic Business (BU 492), offered for the first time this fall, integrates new-media theory, case studies of current Internet success stories and advice from leading industry experts to introduce the issues associated with the digital economy.

"The Internet is changing how consumers behave and how businesses operate," says Susan Kitchell, marketing programs coordinator for the Laurier School of Business and Economics. "This course explores the business models that may or may not work in this new environment. It teaches students to identify opportunities and avert pitfalls inherent in e-commerce, and to help prepare businesses to compete in the information age."

Every Thursday evening Sean Hutchison, an Internet consultant with one of North America's leading Internet services firms, examines e-based business models with a small group of senior Bachelor of Business Administration students. The three-hour classes combine new-media theory and case studies of companies now operating over the World Wide Web.

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Each class begins with a review of the new businesses students uncover on the Internet. They are asked to identify what a business is trying to accomplish and how it is making money, then assess whether or not the enterprise is sustainable given the theories covered in the course.

"The Internet has affected every industry vertical and every functional area of business, impacting advertising, marketing communications, workflows and distribution channels," explains Hutchison. "Today's successful decision-makers are the ones who are figuring out how to capitalize on Internet opportunities to generate revenue and/or cut costs."

Course content covers such topics as Internet technology, Internet consumer segmentation, on-line branding, the emergence of virtual communities, consumer e-commerce, business-to-business e-commerce and go-to-market strategies. Companies examined include America Online, Priceline.com, Chapters and Broadvision.