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.

Continued on reverse side
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