



LaSalle College

E-COMMERCE RETAIL SPECIALIST

AEC ATTESTATION OF COLLEGE STUDIES EVENING | 1 SEMESTER

NTC.00

The E-commerce retail specialist (AEC) trains professionals to learn the skills to work within all facets of a retailer's online store.

The E-commerce profession consists of the following: developing and growing social media communities, working with copywriter-web specialists, creating and maintaining online catalogues, and working with cross-functional teams to develop, design, and manage merchandise.

The program features courses that are given by E-commerce industry professionals, and content that is directly linked to and realistic in the working environment. Students will also complete a work experience internship during the semester.

If you're looking to specialize in retail e-commerce, this certificate will meet your expectations.

PROGRAM OBJECTIVES

Upon completion of this course, the E-Commerce Retail Specialist will have acquired the skills to evaluate, develop, and maintain web content aligned directly to the retailer's brand and business objectives.

CAREER PROSPECTS

- E-commerce product manager
- Stylist for online retail shop
- Community and catalogue specialist





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PROGRAM CONTENT

CONCENTRATION COURSES

- Fashion E-Commerce Principles (120 hrs)
- E-Commerce Internship (60 hrs)

* The College reserves the right to substitute certain courses.

ADMISSION CRITERIA

- This program is intended for anyone who would like to specialize further following a Quebec College Diploma in Fashion Marketing (571.C0) or in Fashion Design (571.A0). It is also intended for those already integrated in the workforce in the retail industry.

