

I have just completed the e-Commerce Diploma with Marketing and Internet Marketing.

Actually, I am not native to the UK, so I have the additional challenge of learning in a foreign language. However, following completion of the e-Commerce Diploma, I feel I have both improved my English and have a full understanding of modern Marketing and e-Commerce principles.

At first I thought studying Marketing would be difficult and might even be boring in some ways – but now I believe that Marketing is an interesting subject and is essential for people who are in a business situation. Furthermore, we were taught about concepts such as strategies and tactics for business, e-Commerce re-engineering and future trends.

I have recently received the results of the London Chamber of Commerce and Industry Examinations that we sat at the end of the course. I was delighted to be awarded 2 credits and a distinction. I am now moving on to further study – an MA at the University of Brighton.

I would like to point out that the course was successful because of the professional, friendly tutor and my warm and sociable classmates. Thank you.

Yangji Son – e-Commerce Student Sep 03 – Dec 03

