Electronic Business Marketing

Electronic business marketing (EBM) is an interdisciplinary major that combines the study of marketing and information systems to prepare students for careers in fields such as e-commerce, digital marketing, mobile marketing, social media and web and mobile application development and services. Students will study digital technologies, web applications, web design and digital marketing practices in order to solve contemporary business problems and meet challenges in the rapidly changing digital marketplace.

Do Research

Selecting a major that aligns with your interests, personality, skills and abilities is an important part of your career development. The websites below will help you learn more about EBM.

EBM Websites

WMU EBM Website: www.wmich.edu/ebusiness
Interactive Advertising Bureau (IAB): www.iab.net
CIW: www.ciwcertified.com
AdForum: www.adforum.com
internet RETAILERS: www.internetretailer.com

General Websites

The Haworth College of Business Career Center: www.wmich.edu/business/career
O-NET Dictionary of Occupational Titles: www.onetonline.org
Occupational Outlook Handbook: www.bls.gov/oco
CareerTV: www.careertv.com

Get Involved

Becoming involved in an organization is an essential part of your career development. The websites below are for WMU registered student organizations and national and international professional organizations related to the EBM major.

Business Technology Network: www.wmich.edu/business/groups
American Marketing Association of WMU: www.rso.wmich.edu/ama
AdClub: www.wmuadclub.com
Sales and Business Marketing Association: http://wmusbma.org
American Marketing Association: www.ama.org
Mobile Marketing Association: www.mmaglobal.com
Organization of Search Engine Optimization Professionals (SEO Pros): www.seopros.org
Social Media Professionals Association: www.facebook.com/SMPAssociation
Social Media Association: http://socialmediaassoc.com
Social Media Association of Michigan: www.smami.org

Explore Opportunities

Exploring companies that hire EBM majors is a great way to get a sense of the field. All Fortune 500 companies, as well as small and medium sized businesses require assistance in managing their online presence and marketing. The companies below are a great place to start exploring EBM jobs.

- Advertising Redbooks
- Amazon
- Biggs/Gilmore
- Constant Contact
- eBay
- Facebook
- Google
- Groupon
- Living Social
- Moz
- NewMind
- Perrigo Company