

# Business Skills for All Non-Business Majors

"GSB Student Services" <StudentServices@bsad.uvm.edu> Summer U Test  
Sent to 2 recipients on May 23, 2016 1:58 pm



**8.6**  
Mailing Score

— this mailing  
— community avg

Opens

**50%**

1 opens

Clicks

**0%**

0 unique clicks

Delivery

**100%**

2 delivered

0 bounced

Opt-outs

**0**

0% of recipients

Shares

**0**

## OPENS BY DEVICE

**100.0%** Desktop

**0%** Mobile

## OPENS BY CLIENT

**0%** AOL

**0%** AppleMail

**0%** Gmail

**100.0%** Outlook

**0%** Outlook.com

**0%** Yahoo! Mail

**0%** Unknown

## CLICK ANALYSIS

An email preview for the University of Vermont's Grossman School of Business. The email features a header with the university logo and the school name. Below the header is a photograph of two students, a woman and a man, looking at something together. The main body of the email contains text about a summer course called "Business Savvy (BSAD 101)" led by Carlos Rodriguez PhD. It mentions that the course is designed for students with real-world business experience and includes topics like accounting, finance, marketing, operations, and management strategy. There are three green buttons: "More Summer Information", "Summer Housing", and "Summer Dining Information". Below these buttons, there is a paragraph about a 30% discount on tuition and other benefits for students who work for the university. The email concludes with a "Best Regards" from the GSB Student Services Office and a call to action to register soon. At the bottom, there is a footer with the university logo and the text "powered by emma".

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