

Business Skills for All Nonbusiness Majors

"GSB Student Services" <StudentServices@bsad.uvm.edu>

PreCollege VT Guidance Counselor List_2015_12_15

Sent to 209 recipients on Apr 28, 2016 11:15 am



— this mailing
— community avg

Opens

24%

47 opens

Clicks

9%

4 unique clicks

Delivery

93%

194 delivered

15 bounced

Opt-outs

0

0% of recipients

Shares

0

OPENS BY DEVICE

94.7% Desktop

5.3% Mobile

OPENS BY CLIENT

0% AOL

5.3% AppleMail

80.7% Gmail

1.8% Outlook

0% Outlook.com

0% Yahoo! Mail

12.3% Unknown

CLICK ANALYSIS

The screenshot shows an email from the University of Vermont, Grossman School of Business. The email is addressed to a member (name default "Student") and is about a course titled "Business in a Changing World (BSAC 100)". The course is led by Thomas Dillendos, MSA, who has real-world experience in Systems, Engineering, Consulting, Reporting Analysis and Asset Transfer for Janus Mutual Funds, and IT and Telecommunications. The email lists topics covered in the course: entrepreneurship, accounting, organizational behavior, finance, operations management, information systems, marketing, business ethics, organizing business ventures, and more. It also mentions that the course includes decision-making and productivity software tools. There are three buttons for registration: "Elevate your information", "Summer Housing", and "Summer Dining Information". The email also mentions a 20% discount on tuition for residential full-weekly residents, flexible meal plans, and a chance to fulfill credit requirements. It asks the recipient to register soon to ensure a spot in the course. The email is signed by GSBS Student Services Office and includes a footer with the University of Vermont logo and contact information.