



The W2O Center for Social Commerce

at

Syracuse University's Newhouse School

An Academic/Industry Partnership Established in 2012

Through the Generosity of Jim Weiss, Newhouse '87 and Audra Weiss, Whitman '89

socialcommerce.syr.edu

Co-Directors:

Gary F. Grates, The W2O Group and Maria P. Russell, The Newhouse School

Staff Manager:

Graduate Assistant:

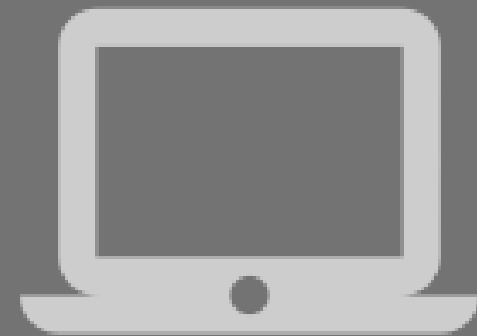
Office: Suite 314 Newhouse Three

Teaching/Research Facilities:

The Emerging Insights Lab, Room 150 Newhouse Three and
The Doescher Innovation Lab, Room 407 Newhouse Three (*proposed*)

CURRICULUM DEVELOPMENT AND EDUCATION

Faculty and Students



RESOURCES

Website

Online Library

Video Interviews



EXPERIENTIAL LEARNING

Student Ambassador Program

Internships

W2O Client Partnerships

SxSW

RESEARCH

Case Studies

Applied Research by Faculty Fellows



THOUGHT LEADERSHIP

Social Commerce Days

Blogs

Industry Conferences

TRAINING AND PROFESSIONAL DEVELOPMENT

Faculty Workshops

Certificate Programs

Alumni

Open Enrollment