

ECOMMERCE

COURSE

BROCHURE

DIGITALLY SMART

YOUR E-LEARNING PARTNER





Welcome

The business world is evolving faster than ever before...

Digitally Smart programmes deliver **the framework and tools** needed to meet the challenges of our economy today - and tomorrow

Transform your career with a programme grounded in the realities of modern business and the connected society. Learn with some of Europe's leading Digital Marketing experts.

Why Choose Digitally Smart

- ◆ We are a **UK accredited CPD** education & training **provider**
- ◆ We partner with **universities, international organizations, non-for profit** and the **private sector**
- ◆ Our programs are **instructed by leading experts** with first-hand **industry experience**, globally
- ◆ We have an extensive reach, having delivered training across **3 continents** and more than **13 countries**

Bridging the digital skills gap

Our programs open doors to **transformation**. They address the **global digital skills gap** by future-proofing participants' careers with the skills they need to thrive in today's **ever-changing digital society**.

Some proud partners



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Course Overview



What will you learn?

This is an interactive course covering all the aspects involved in the eCommerce business. We look at **big data, omnichannel marketing, conversion rate, the customer journey and advertising opportunities.**

The course combines a mix of **dynamic video-lectures, engaged discussions, and interactive supporting material.** Concepts are illustrated through cases of companies in diverse industries and executives will end the course with a digital transformation roadmap for their own organizations.



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Module 1: The eCommerce business

eCommerce has come a long way from the early days of the internet, and right now, it is able to contend with offline purchasing. This module will be exploring the rise of the ecommerce, the various forms that eCommerce took over time, the various limitations that it faced, and the solutions that were used to overcome those limitations. The module also provides examples on some of the most successful eCommerce businesses of our time and the things that made them successful.

Learning objectives

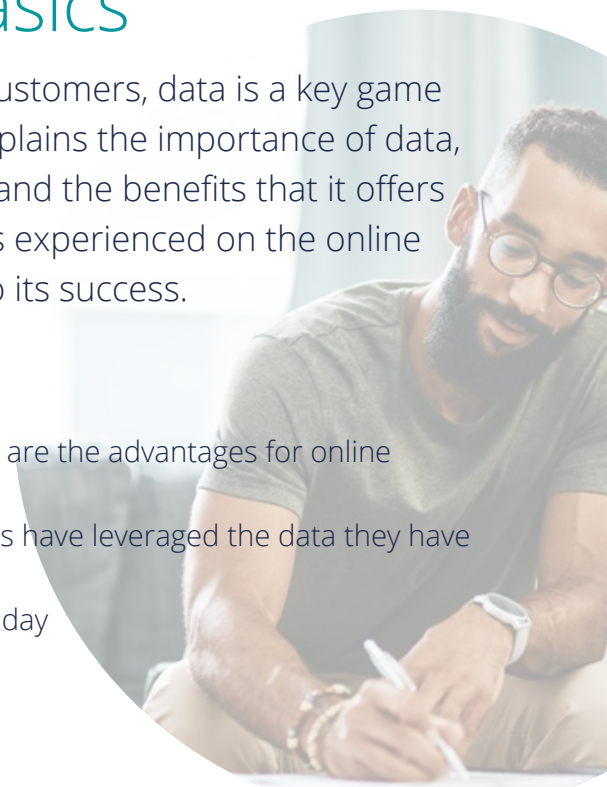
- Understand the scope of eCommerce
- Understand the challenges that eCommerce faced in its early stages and the solutions provided
- Understand the different business models in eCommerce
- Understand how eCommerce it is currently been leveraged

Module 2: eCommerce basics

In addition to innovation and the amount of online customers, data is a key game changer in the eCommerce Industry. This module explains the importance of data, how it is sourced, how it is utilised by major players, and the benefits that it offers to customers. The module also explores the changes experienced on the online payment systems and the innovations that has led to its success.

Learning objectives

- Learn why data is just as important as innovation and what are the advantages for online merchants
- Understand how some of the major eCommerce merchants have leveraged the data they have gathered
- Appreciate how data is changing our online journeys every day
- Learn the different online payment systems



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Module 3: eCommerce tactics

The vast amount of high-quality consumer data gathered by eCommerce companies has had a profound impact in the eCommerce industry. This module showcases how advertising is becoming one of the core businesses of eCommerce websites, and details the opportunities that this poses to the online retailers. The module also provides you with some of the tactics for online retailers to get ahead of the competition in the current marketplace.

Learning objectives

- Understand how eCommerce websites have turned into media owners in the last years
- Understand how advertising has become a core business for eCommerce companies
- Understand how online retailers can leverage customer data owned by the eCommerce websites
- Learn some of the key tactics to maximise sales through eCommerce websites

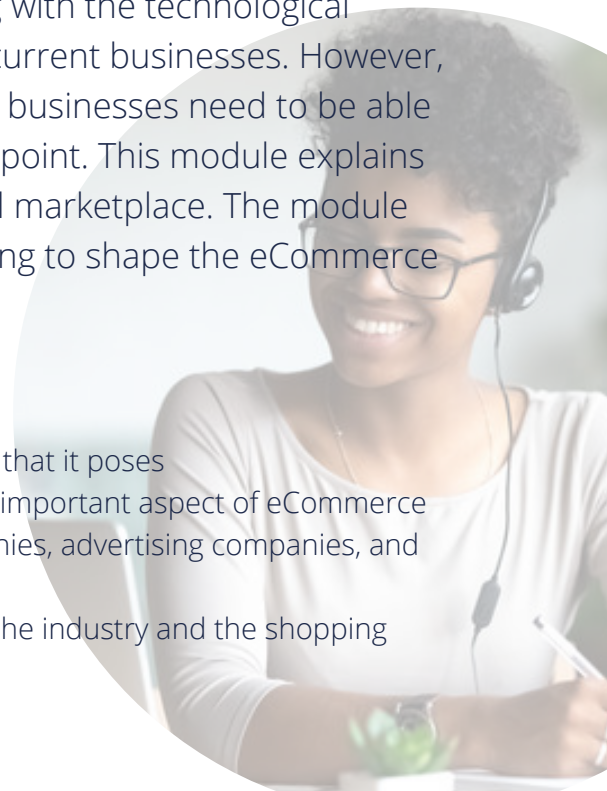
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Module 4: Preparing ahead

Nowadays, there are plenty of avenues for businesses to influence their customer journeys. The increased maturity of the industry along with the technological advancements have provided many opportunities to current businesses. However, for these opportunities to be appropriately leveraged, businesses need to be able to assess the effectiveness of each channel and touchpoint. This module explains how businesses today are navigating the omnichannel marketplace. The module also explains how the new developments are continuing to shape the eCommerce industry and consumer behaviours.

Learning objectives

- What Omnichannel retail is and the benefits and challenges that it poses
- How mobile commerce (mCommerce) has become such an important aspect of eCommerce
- How eCommerce is blurring the lines between retail companies, advertising companies, and social media platforms
- How the new developments in eCommerce are influencing the industry and the shopping habits from consumers



The learning journey

Our participants are at the core of everything we do. Our Digital Marketing program is **highly interactive**, resulting in drop off rates of below 2%. It is designed to provide both, digital marketing capability as well as the digital skills required to equip the future workforce. Allowing learning anywhere, anytime, 24/7 and from any location.



High definition video-lectures designed by our specialist product teams and leading industry experts



Class participation via dedicated discussion forums allow students to interact and learn from tutors and peers



Stimulate **team-work, critical thinking, and communication skills** to develop fundamental soft skills



The continuous evaluation is conducted via **graded assignments, class participation and test quizzes**



All learning materials are available anywhere, anytime, 24/7 from any location



Subject Matter Experts

The digital marketing program is designed, taught and validated by **industry experts.**

They are in continuous development, while supporting on module creation and validation as well as tutoring.