



Certificate in E-commerce

Course Guide



Certificate in E-commerce

Create your own future and build your own business online

Work for yourself and start your own e-commerce business with this comprehensive certificate to enter the online business world.

The course covers everything from setting up your brand on socials, increasing lead generation, effective marketing strategies and optimising your website. You will also learn about automation of your product or service and managing your cash flow.

Anyone can post pictures and content to social media however this course will dive deeper into Facebook and Instagram adverts to ensure you connect with your target audience. Also learn how to track ad results and re-targeting ads which is critical to ensure you are running successful marketing campaigns and not wasting funds.

Developing a successful e-commerce business will give you the opportunity to work and travel wherever you want with a sustainable income to support your lifestyle.

Perfect for people looking to start an online business and businesses looking to provide e-commerce for their products and services.





About us

Careers Collectiv is about practical education with a focus on providing courses relevant to real life.

We help you gain the knowledge, skills and confidence to try a new career path, broaden your professional development, start a new business or explore a passion and deepen your understanding in a special interest.

Careers Collectiv was founded by a family who are passionate about providing quality education, accessibility for everyone and the flexibility to work at your own pace and in your own time. They have over a decade of experience in the online education sector after establishing a college specialising in the beauty industry.

Our teachers

We only use teachers who are active in their specialised industry. Learn from people who have first-hand experience in their subject matter and current industry expertise. Staff come from varied backgrounds with teaching and vocational experience from universities and vocational colleges.

Courses provide flexible options for different career pathways, self-improvement, professional development and general adult education.

We give our students the skills, tools and structure to learn in real life situations without compromising on academic excellence.



Recognition



All Careers Collectiv courses come with a certificate of attainment upon completion.

Our courses are accredited with the International Approval and Registration Centre (IARC), a non-profit association providing a quality control system for education programs and courses in international education.



Certificate in E-commerce

Kickstart your dream to be an entrepreneur with this e-commerce masterclass

This qualification will help you understand the key components to building a successful online business so you can live the dream of an online influencer you may be following. This course has been developed in response to the booming e-commerce industry and will guide you to set up your product or service, create marketing foundations and branding strategies to make a lasting impact in this space.

Receive a strong foundation with a module focused on setting up your brand and product. Learn how to gain traction and lead generation using key marketing platforms such as Instagram and Facebook and optimising your website which is the modern day shopfront.

A strong focus on successful marketing campaigns will help you release effective content and monitor the stats to ensure you're getting a return on investment.

Who is this course for?

This course is designed for students with no previous experience in e-commerce or anyone in the industry who is frustrated with wasting money on unsuccessful marketing campaigns and needs to turn their e-commerce journey around. It's perfect for anyone wanting to start their own business online as well as businesses wanting to start selling online.



3 modules



300 hours

This course has 2 main core modules

- E-commerce and Marketing
 - Social Media Masterclass
- + 1 free specialist module of your choice is included as a part of this course





Learn from experts in their field who guide you to see, do, think and experience learning on your own terms and at your own pace.

A well rounded learning experience

The Certificate in E-commerce gives you a comprehensive understanding of what is involved to launch a successful online business. Included in the course is a free elective module where you can choose a diverse range of industry specific topics to develop a deeper understanding in this area.

This course provides the tools you need to educate yourself about the online business world and support your journey to becoming a successful online entrepreneur. If you are sick of watching others grow 7-digit turnover online businesses and want a slice of this market for yourself then this is a great pathway into this lifestyle.

Assignments

Each lesson in your course modules culminate in an assignment which is submitted online, marked by the school's tutors and returned to you with suggestions and feedback by qualified Australian trainers with extensive experience in Melbourne's top education colleges.

Career prospects

This course opens up many opportunities only limited by your passion and imagination. Here are just some career pathways you could follow:

- Entrepreneur
- Small business owner
- Marketing assistant
- Marketing business
- Passive income e-commerce
- Business owner



Course modules

E-commerce and Marketing

1 Introduction

- What is e-commerce
- Security
- How to protect a business
- Marketing on the internet
- Searching for data on the net
- Contract law
- Warranty and conditions
- Sellers liability
- Consumer laws
- Manufacturers liability
- International sales contract rules
- Setting up a business
- Setting up an e-commerce website
- Bootstrap sites

2 Success and failure: What makes the difference?

- Introduction
- Awareness of technology
- What makes an e-commerce site successful
- Dotcom failures
- Site visibility

3 Promotional strategies are different on the internet

- Internet code of conduct
- Analysing the market
- Selecting target markets
- Developing the marketing mix
- Managing the marketing effort
- The launch
- Promoting an e-commerce site
- Marketing strategies and plan

4 Optimising Website potential

- Monitoring visitors
- Ground rules keep changing

- Meta tags
- Evaluation/review services
- Paid services
- Search engine optimisation
- Main page content
- Searchable words
- Use of important key words
- Page titles
- Links
- Frequency of changes
- Good URL structure
- Navigation
- Capture of visitors
- Download speed
- Graphics
- Targeting
- Site maps

5 Increasing website exposure

- Marketing plan
- Marketing mix
- Advertising
- Personal selling
- Direct marketing
- Collateral promotion
- Channels of distribution
- Google Adwords
- Search marketing
- Affiliate marketing
- Free content
- Web banners
- Social media optimisation
- Digital marketing
- Creative buzz
- Community
- Guerilla marketing

E-commerce & Marketing (Continued)

6 Automating supply of goods, services and cashflow

- Payment
- Ways to supply goods or services
- Drop Shipping
- Outsourcing
- Payment Gateways
- SSL
- Getting a merchant account for credit cards

7 Managing constant change

- Resource planning
- Constant review and development strategy
- Outsourcing
- Understanding technology
- Bandwidth
- Information currency vs cash currency
- Keeping a web site current
- Web analytics
- Change management and corporate structure

8 Dealing with e-commerce problems

- Learning from others mistakes
- Determining where it went wrong
- Legal issues (eg. Privacy, consumer protection, copyright, patents)
- Managing risk
- Charge back
- Computer and office security
- Insurance

Social Media Masterclass

1 Instagram

- Introduction to Instagram
- Tips and tricks to develop compelling mobile content
- Growth strategy
- Ads for lead generation
- Ads made simple

2 Facebook

- Getting started with Facebook
- Types of Facebook ads
- How an effective Facebook strategy will grow your business
- Increasing conversions
- Targeting the right audience
- Aspects of your ad content
- Setting up your Facebook page
- Promoting your Facebook page
- How to advertise
- Budget setting
- Tracking and analysing your Facebook marketing strategy
- Facebook advertising tips
- Measuring Facebook ads





Elective Module – Select 1 specialist elective module

Information Security

Learn the processes and methodologies which are designed and implemented to protect your sensitive information and data from any unauthorised access.

Most organisations apply some form of security to restrict unlawful access to data stored on their networks. This is mainly achieved by using authentication and authorisation.

The most important security concepts related to information on the internet are confidentiality, integrity and availability, whereas the most important concepts related to the people using the information on the internet are authorisation, authentication and non-repudiation.

This elective is equally important for all businesses, from sole traders right through to large corporations.

Cyber Security

Learn the art of defending computers, servers, mobile devices, electronic systems, networks and data from malicious attacks. Digital literacy is essential in today's world and this elective will teach you about the traces we leave online, how to improve your digital privacy, and potential threats.

Businesses and organisations are dependent on information technology such as placing/migrating data to the cloud, IoT (internet of things) devices, mobile devices, social platforms etc. and due to this their exposure to cyber risks

rises significantly. A vulnerability management program can help organisations identify weaknesses in their cyber systems before these turn into problems.

Cyber security starts with understanding potential vulnerabilities, assessing the vulnerability in a situation, then finally taking actions to eliminate or prevent those vulnerabilities. This course also includes everything from planning to implementing and then assessing.

A comprehensive workplace security is very important. It will reduce liabilities, insurance, compensation and other social security expenses to be paid. You can also increase business revenue and reduce the operational charges that incur on business budgets.

Marketing Foundation

Learn about marketing, advertising, PR and sales as a solid foundation for developing marketing strategies and allocating resources. A strong marketing program will improve the business and profit. You will develop skills in fundamental marketing from product knowledge, presentations and promotions to close a sale and after sales service.

If you previously haven't studied marketing, this is the first marketing elective you should do. It can be used as a starting point before going on to study other marketing or business courses. It also stands alone as a complete vocational training or personal development course.



Elective Module – Select 1 specialist elective module (Continued)

Advertising and Promotions

Learn how to bring a service to the attention of potential and current customers. Advertising and promotions are best carried out by implementing an advertising and promotions plan. The goals of the plan should depend on the overall goals and strategies of the business and derived from the results of customer behaviour and marketing analysis.

This elective allows you to understand how to reach and communicate more effectively with your target market and includes the essentials for business improvement and profit.

Any business owner wanting to attract more customers to their business, launch their career in advertising and promotions or add a valuable marketing skill to their CV should take up this elective.

Freelance Writing

Learn the art of writing professionally to develop, pitch, and write pieces for freelance markets. Freelance writers are dependent on publishers to buy and promote their work, so it is important to get an overview of the world of publishing. Publishers are in the business of editing, designing, printing, marketing books, magazines, reports, news publications and other written works.

This elective covers everything from good grammar, planning and writing features, advertisements, books and more. The focus is on creating a body of publishable work. Excellent for new and experienced writers, bloggers and editors looking to break into the freelance market or just improve their general essay and writing skills.



Course overview



Course duration

This course is made up of 2 in-depth modules and 1 free specialist elective module of your choice. The amount of study time required to complete this course is approximately 300 hours of study.

There are options to reduce the modules from this program. Just speak to one of our team members for more information.



Supporting you in your studies

With our courses you are not on your own. Careers Collectiv provides the highest level of support possible.

Your tutor will provide you with their email and contact number to ensure you always have support throughout your course. Our tutor support service is available to you 24 hours, 7 days a week.



24/7 Access

Online 24/7 access to your course allowing you to fit your study in with your schedule.



Certification

A certificate of attainment will be issued upon completion of your course.

Careers Collectiv benefits

- Study from anywhere, anytime
- No experience required
- No set deadlines
- Lifetime access to your course

Flexible payment options

This course can be paid off through an interest free payment plan for \$25 per week.

The overall price will vary depending on the options you select. We also offer a discount for upfront payments.

To find out more about the course that best suits your needs, talk to one of our career advisors on **1300 001 703**.

Call our career advisors for payment options on **1300 001 703**

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