

E-Commerce Management

As the global Internet population continues to grow, electronic commerce is growing as well. By the end of 2015, e-commerce is expected to generate over \$400 billion annually. This huge market encompasses traditional e-commerce, as well as m-commerce (which is growing faster than any other sector) and location-based e-commerce.

This two-day program will teach entrepreneurs how to develop, market, and manage an e-commerce business, giving them a crucial advantage in today's competitive market.

What Will Students Learn?

- ✓ Describe what the terms e-commerce and m-commerce mean
- ✓ Develop an e-commerce business plan
- ✓ Evaluate e-commerce software options
- ✓ Build an online store with product pages, supporting features, a shopping cart, and an effective checkout process
- ✓ Test, launch, and update your e-commerce site
- ✓ Design engaging, responsive web content
- ✓ Understand e-commerce payment options and choose appropriate options for your site
- ✓ Use appropriate tools to track key e-commerce metrics
- ✓ Identify and optimize supporting e-commerce activities, such as customer service, sales, and inventory management
- ✓ Create a marketing plan with all the essential elements
- ✓ Market your online store using social media and other appropriate channels
- ✓ Use discounts and promotions to market your e-commerce business
- ✓ Understand what security and privacy issues face e-commerce businesses and handle customers' information accordingly
- ✓ Protect your intellectual property
- ✓ Identify the rules and regulations that will govern your e-commerce businesses

What Topics are Covered?

- ✓ Getting to Know E-Commerce
- ✓ E-Commerce Building Blocks
- ✓ Software Options and Solutions
- ✓ Building Your Online Store
- ✓ The Finishing Touches
- ✓ Creating an Engaging User Experience
- ✓ Transaction Management
- ✓ M-Commerce
- ✓ E-Commerce Analytics
- ✓ Supporting Your E-Commerce Business
- ✓ Security and Fraud Awareness
- ✓ Rules and Regulations

What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes
- ✓ Specialized manual and course materials
- ✓ Personalized certificate of completion