

Marketing courses

FOUNDATIONS OF DIGITAL MARKETING AND E-COMMERCE

IMPROVE YOUR STRATEGY AND MARKET

WWW.BIZLEADER.EDU.VN

BizLeader Business School

OVERVIEW

Digital Dynamics: An Introductory Course on Marketing and E-commerce Strategies



Welcome to "**Foundations of Digital Marketing and E-commerce**" your gateway to mastering the digital landscape that shapes modern business. This course is designed to offer a comprehensive overview of the fundamental strategies and tools that are pivotal in navigating online markets. As we delve into the world of digital marketing, we will explore essential topics, including SEO, content marketing, social media strategies, and analytics. Simultaneously, we will demystify e-commerce, discussing the intricacies of online sales platforms, customer engagement, and conversion optimization. By the end of this course, you will be well-equipped to craft compelling digital narratives and drive successful e-commerce initiatives. Let's embark on this digital voyage together and transform the theoretical into practical success.

Skills you'll gain

Marketing Strategy

E-Commerce

Customer Outreach

Customer loyalty

Marketing Analytics

Training course materials package

High-Quality Videos

Trainer's Manual

Exercises and Activities

Certificate of Attendance

eBook

Build your subject-matter expertise

This course is part of the Business Foundations Specialization

- Learn new concepts from industry experts
- Gain a foundational understanding of a subject or tool
- Develop job-relevant skills with hands-on projects
- Earn a shareable career certificate

Assessments


- 8 quizzes
- 1 Final Project Essay


Details to know

- 20 hours (approximately)
- Flexible schedule

Learn at your own pace

Contact now!

 098-300-9285

 admissions@bizleader.edu.vn

 www.bizleader.edu.vn

COURSE MODULE STRUCTURE

1

INTRODUCTION TO DIGITAL MARKETING AND E-COMMERCE

- Definition of digital marketing
- Definition of e-commerce
- Importance and relevance of digital marketing and e-commerce in today's business landscape

2

UNDERSTANDING THE DIGITAL MARKETING LANDSCAPE

- Digital marketing channels (social media, email, search engine marketing, etc.)
- Role of content marketing, SEO, and paid advertising in digital marketing
- Importance of analytics and data-driven decision-making in digital marketing

3

E-COMMERCE FUNDAMENTALS

- Overview of e-commerce platforms and technologies
- Types of e-commerce models (B2B, B2C, C2C, etc.)
- Key elements of a successful e-commerce strategy

4

CONSUMER BEHAVIOR AND DIGITAL MARKETING

- Understanding consumer behavior in the digital age
- Targeting and segmentation in digital marketing
- Personalization and customer relationship management in e-commerce

5

CREATING A DIGITAL MARKETING STRATEGY

- Setting objectives and KPIs for digital marketing campaigns
- Developing a multi-channel digital marketing plan
- Budgeting and resource allocation for digital marketing efforts

6

E-COMMERCE OPERATIONS AND MANAGEMENT

- Inventory management and fulfillment in e-commerce
- Payment gateways and security in online transactions
- Customer service and post-purchase experience in e-commerce

7

LEGAL AND ETHICAL CONSIDERATIONS


- Privacy and data protection regulations
- Intellectual property rights and copyright issues
- Ethical Considerations in Online Marketing Practices


8

FUTURE TRENDS IN DIGITAL MARKETING AND E-COMMERCE

- Emerging technologies and their impact on digital marketing and e-commerce
- Predictive analytics and AI in marketing and e-commerce
- The evolving role of mobile and social media in digital marketing

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