

## **COURSE DURATION**

16 hours

## **COURSE SYNOPSIS**

This 16-hours workshop is to increase understanding and awareness of Shopify as a platform for e-commerce for business owners to sell their products.

The course will provide learners with an understanding of the intricacies of setting up an online store as well as the dynamics of how Shopify works and the difference in the Shopify core product and its other products and services.

## **COURSE OBJECTIVES**

By the end of this course, learners will be able to:

- Understand the Shopify website features and user experience for an online website
- Understand the legal implications regarding the right use of 3rd party media assets during website design
- Design and implement a marketing plan
- Establish schedules and procedures for website content maintenance
- Determine the metrics for customer experience measurement, loading and processing time for payment when using the website
- Evaluate the website to ensure that it can satisfy technical and user experience targets

## **TARGET AUDIENCE**

- Entrepreneurs, business owners, Digital Marketing Executives/ Marketeers
- Those keen to explore e-commerce platforms to market their products and services

## **ASSUMED SKILLS**

Learners must:

- Learners must be able to read, write, speak and listen to English at secondary school level
- Be able to operate a personal desktop computer.
- Have knowledge of the basic concepts of Digital Marketing.

## INSTRUCTIONAL METHOD

Lectures, demonstration and hands-on activities designed to provide practical experiences with skills being taught.

## COURSE CONTENT

### 1) Shopify Key Configuration

- Shopify Basics Foundation
- Shopify Settings
- Shopify Store Design
- Legal Policies and Copyrights of Website

### 2) Legal Guidelines Requirements to Create Web Design

- Brand Strategy of Website
- Workflow of Website Development

### 3) Using Dropshipping

- Apply dropshipping concepts and processes
- Understand the advantages and disadvantages of dropshipping
- Understanding the factors to succeed in dropshipping

### 4) Align and Develop Implementation Plans According to Marketing Activities

- Implementation of Online Marketing for Website
- Maintenance of Website

### 5) Evaluate Website to Establish Metrics on Technical and User Experiences

- User Experience of Website