

Masterclass: E-COMMERCE: WEB DESIGN & APPLICATIONS

INTRODUCTION

This course explores E Commerce concepts in various context. This course is specifically designed to introduce the the concept of e-commerce and its impact in the world of business which has become undeniable. It includes the basics of e-commerce with answers to questions such as What Is An E-Commerce Website & How To Build One.

COURSE LEARNING OUTCOMES (CLO)

- Understand the foundations of E-commerce- web design and applications.
- Analyse the impact of E-commerce- web design and applications on business models and strategy.
- Discuss the ethical, social, and security issues of e-commerce- web design and applications.

WHO CAN ATTEND THIS MASTERCLASS?

This is open to all diploma students.

CERTIFICATION

Certificate of Completion in Masterclass E-Commerce: Web Design and Applications.

COURSE OUTLINE

1. Introduction to E-Commerce
2. Designing Your Website
3. Website Building Details
4. How to Create an E-Commerce Website Using WooCommerce & WordPress
5. Completing the E-Commerce Website
6. Top 5 WooCommerce Plugins for Growing your E-Commerce Website
7. Marketing Your Website

