

# Masterclass: **E-COMMERCE BUILDING MARKETPLACE**

## INTRODUCTION

This course explores the aspect of how to build a market place to market your e-commerce website in various context. Introduces online marketing strategies to build an online market base, develop course-specific knowledge and understanding appropriate to become an expert in e-marketplace.

## COURSE LEARNING OUTCOMES (CLO)

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

## CERTIFICATION

Certificate of Completion in Masterclass E-Commerce Building Marketplace.

## COURSE OUTLINE

1. Introduction to E-Marketing
2. The E-Remix
3. E-Models
4. E-Customers
5. E-Tools
6. Site Design
7. Traffic Building

## WHO CAN ATTEND THIS MASTERCLASS?

This is open to all undergraduate students.

