E-Commerce

🕐 1.5 Month   📹 11+ Hours

✎ Assignments   👥 100+

COURSE OUTLINE

**Lecture 1: Business & E-Commerce Fundamentals**

- What is a business? Key business terms (Profit, Loss, ROI, Scaling, etc.)
- What is e-commerce, and why is it the future?
- Different e-commerce models (Local, International, Dropshipping, B2B, B2C)

Lecture 2: Niche Selection & Free Product Research Methods

- How to find a profitable niche for e-commerce
- Free product research methods using:
- Google Trends (Market demand analysis)
- TikTok Trends & Facebook Marketplace
- ChatGPT for product ideas & competitor research
- AliExpress & Amazon Best Sellers
- Avoiding saturated products & finding high-margin items

Lecture 3: Shopify Store Setup – Part 1

- Registering on Shopify & setting up a store
- Choosing a free Shopify theme & customizing it
- Essential settings: Currency, language, checkout process

COURSE OUTLINE
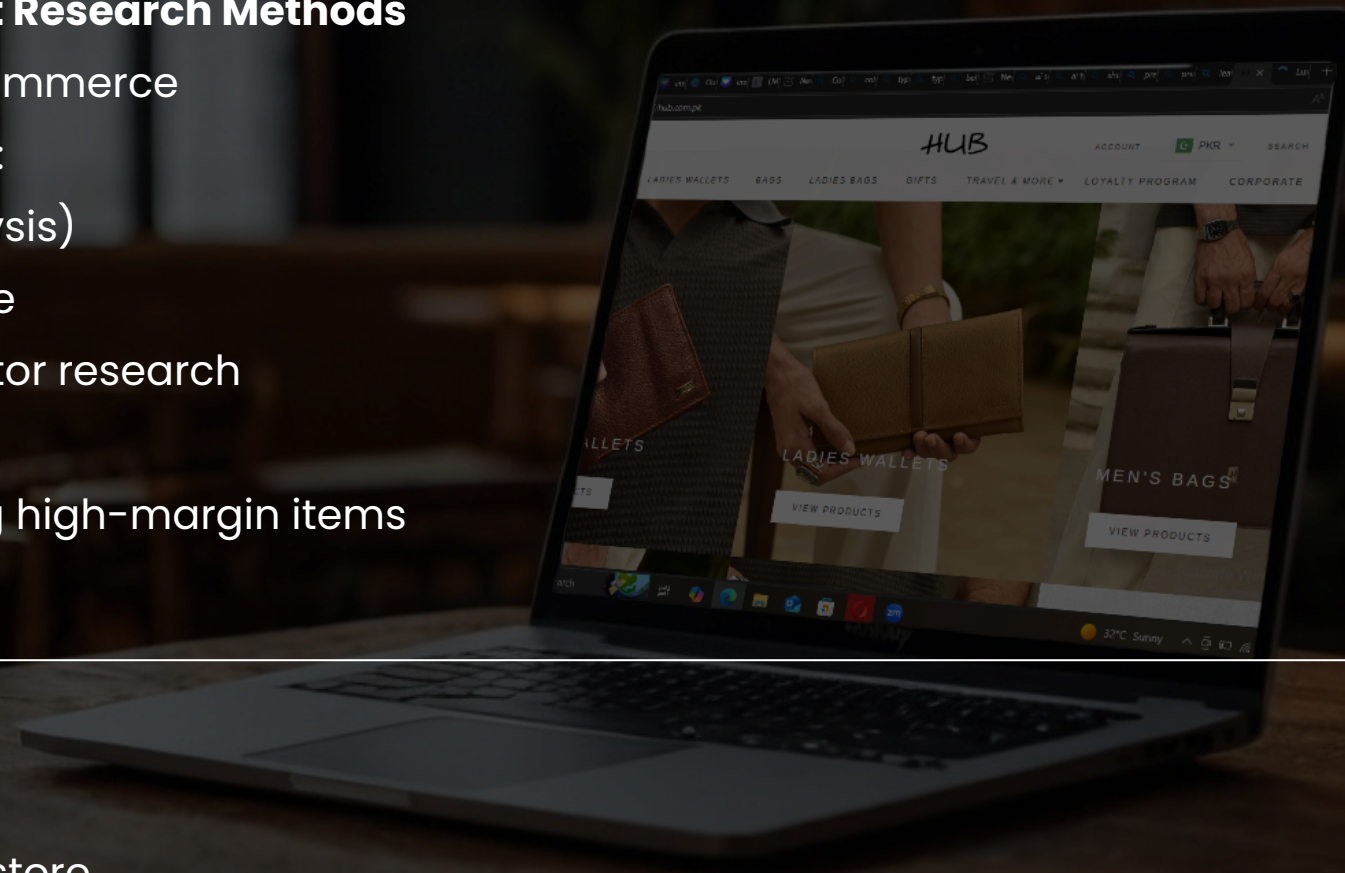
Lecture 4: Shopify Store Setup – Part 2
- Adding products
- Creating high-converting product pages using ChatGPT (AI-Generated Product Descriptions)
- Setting up collections, categories, and free essential apps

(Additional recorded tutorials for Shopify store setup will be provided.)

Lecture 5: Facebook Ads
- Creating a Facebook Business Page
- Setting up Facebook Business Manager
- Overview of Meta Business Suite

Lecture 6: Facebook Ads Campaigns & Pixel Setup
- Understanding Facebook Ads structure
- Choosing the right campaign objectives
- Setting up Facebook Pixel & tracking

Note: This outline is not 100% final, as the IT sector evolves continuously with frequent updates. Therefore, the outline may be revised and improved over time. However, no content will be reduced—only enhanced and updated as needed.

Lecture 7: Running & Optimizing Facebook Ads

- Running different types of ad campaigns
- A/B Testing & audience targeting
- Retargeting & optimizing ad performance

(Additional recorded Facebook Ads tutorials will be provided.)

Lecture 8: Lead Generation for E-Commerce

- Organic Lead Generation
- Facebook Groups & TikTok Organic Marketing
- WhatsApp Business Marketing
- Email & SMS Marketing with Free Tools
- AI for Lead Generation
- Using ChatGPT for Cold Outreach Messages
- AI-based Personalized Email Campaigns

★ Final Project:

Set up a Shopify store, connect Facebook Pixel, and run a Facebook ad campaign to generate leads or sales.

Apart from the E-Commerce course, you will also get free access to the Canva Designing Advanced Course for Quick Skill development. This will help you gain an extra, essential skill that will be valuable for your future success.

May
2025

LEARNING & ACTIVITY CALENDAR

Your Learning Path

- Live Sessions
- Assigments
- Quiz
- Project

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SUN	MON	TUE	WED	THU	FRI	SAT
				01	02	03 Live Session 🕐 03:00 PM
04 Live Session 🕐 10:15 PM	05	06 ● Assignment	07	08 ● Assignment	09	10 Live Session 🕐 10:15 PM
11 Live Session 🕐 10:15 PM	12	13	14 ● Quiz	15 ● Assignment	16	17 Live Session 🕐 10:15 PM
18 Live Session 🕐 10:15 PM	19	20 ● Assignment	21	22 ● Assignment	23	24 Live Session 🕐 10:15 PM
25 Live Session 🕐 10:15 PM	26	27	28 ● Quiz	29	30 ● Final Project	31

Note: "The dates and times of the classes and assignments mentioned in this timetable are subject to rescheduling in case of emergencies or unforeseen circumstances."