

Postgraduate Certificate E-Commerce Creation and Management



Postgraduate Certificate E-Commerce Creation and Management

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/information-technology/postgraduate-certificate/e-commerce-creation-management

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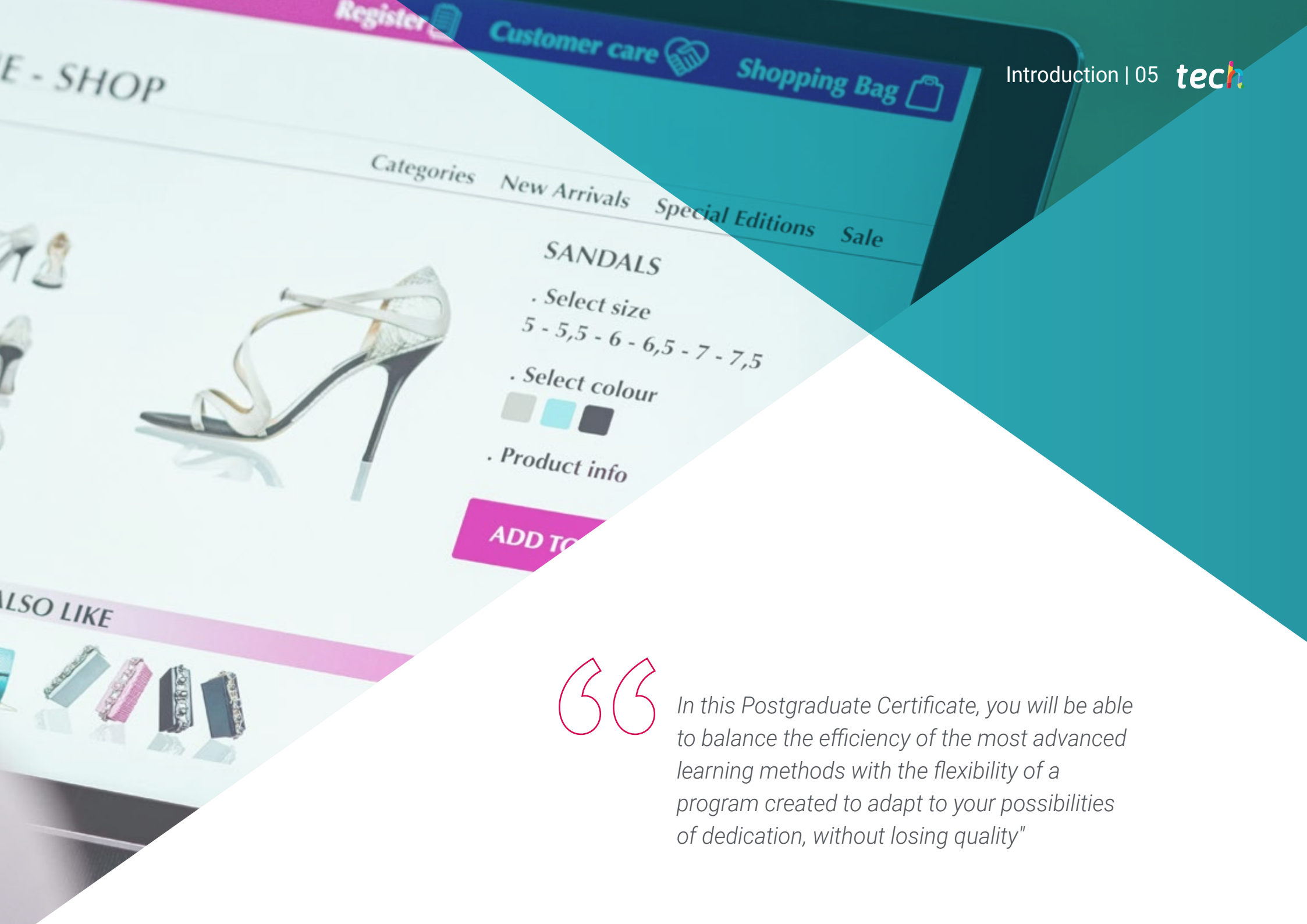
Introduction

Online commerce has been growing exponentially in recent years in online transactions referred by e-commerce, this makes the e-commerce business one of the most attractive and most prospective of all times on the Internet. This program addresses all parts of e-commerce, from its creation from scratch through programming and database structuring, choice and testing of the different variants that will allow us to create a solid e-commerce, to the complete development and implementation of an e-commerce business.



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In this Postgraduate Certificate, you will be able to balance the efficiency of the most advanced learning methods with the flexibility of a program created to adapt to your possibilities of dedication, without losing quality”

In this intensive specialization the student will build a complete e-commerce business, selecting the products to be sold, creating a live and operating online store, optimizing all available resources and proposing a marketing strategy for online promotion and advertising.

In addition to the technical aspects of store development, the learner will examine the different parts of marketing strategies that will lead to the success of the online store, the formulas of promotion, social networks and optimization for the reception of qualified traffic from the search engines.

In all stages of development, the role of analysis cannot be overlooked, an ongoing process that allows constant updates to the sales strategy, the tools necessary to enhance all parts of the business and the automation of an online store's payments and logistics.

This Postgraduate Certificate has been created by a great diversity of teachers, each one of them experts in their field, with a great experience and specialized contents in each of their areas. As it is a 100% online program, students will not have to give up personal or professional obligations. Upon completion of the program, the student will have updated knowledge and will be in possession of an incredibly prestigious will be in possession of a qualification of incredible prestige that will allow them to advance personally and professionally.

This **Postgraduate Certificate in E-Commerce Creation and Management** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ The examination of case studies presented by experts in e-Commerce Creation and Management
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning.
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



You will specialize in e-Commerce Creation and Management under the guidance of professionals with years of experience in the sector and with the most innovative educational methodology"

“

All the subjects and areas of knowledge have been compiled in a complete and absolutely up-to-date syllabus, in order to bring the student to the highest theoretical and practical level"

The program's teaching staff includes professionals from the sector who bring to this training the experience of their work, in addition to recognized specialists in the field their work experience into this training, as well as recognized specialists from reference societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, that is, a simulated environment that will provide an immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby professionals must try to solve the different professional practice situations that arise throughout the program. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

Succeed with the best and acquire the knowledge and skills you need to embark on e-Commerce Creation and Management"

A unique opportunity to specialize in User Interface Programming and Design from renowned professionals with years of experience in the sector.



02 Objectives

Through a work approach that is totally adaptable to the students, this Postgraduate Certificate will progressively lead them to acquire the competencies that will propel them to a higher professional level. The objective of this program is to equip professionals in e-Commerce Creation and Management, with the necessary knowledge and skills to operate using the most advanced protocols and techniques in existence. A unique educational program designed by professionals with extensive experience in the sector.





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A unique specialization that stands out due to the quality of its contents and its excellent teaching staff”



General Objectives

- ◆ Develop specialized knowledge to create an e-commerce business from scratch
- ◆ Analyze databases and programming structures
- ◆ Develop a complete e-commerce store
- ◆ Examine successful marketing strategies
- ◆ Determine how to conduct promotional campaigns
- ◆ Perform analysis and metrics compressions



A comprehensive program for IT professionals, which will allow them to compete among the best in the sector"





Specific Objectives

- ◆ Develop the structure for the creation of an e-commerce store
- ◆ Assess the professional e-commerce market
- ◆ Analyze the different options that exist to develop an e-commerce business
- ◆ Set up an online store using the different CMSs currently available on the online market
- ◆ Analyze the logistic and functional system as well as virtual payment systems
- ◆ Carry out a comprehensive marketing strategy and roadmap
- ◆ Develop online promotions and create traffic to the store
- ◆ Manage sales and customers
- ◆ Seek full search engine optimization
- ◆ Build a complete store from the ground up to the first sales

03

Course Management

In line with its maxim of offering an elite education for all, TECH counts on renowned professionals so that the student acquires a solid base of knowledge in e-Commerce Creation and Management. This Postgraduate Certificate has a highly qualified and experienced team in the field, which will offer the best possible resources for students in developing their skills during the program. In this way, students have the guarantees they need to specialise at an international level in a booming sector that will catapult them to professional success.



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A complete and cutting-edge program that will allow you to progressively and completely acquire the knowledge you need to work in this sector"

Management



Mr. Gris Ramos, Alejandro

- Technical Engineer in Computer Management
- CEO & Founder of Club de Talentos
- CEO Persatrace, Online Marketing Agency
- Business Development Director at Alenda Golf
- Director of PI Study Center
- Director of the Web Applications Engineering Department at Brilogic
- Web Programmer at Grupo Ibergest
- Software/Web Programmer at Reebok Spain
- Technical Engineer in Computer Management
- Master's Degree in Digital Teaching and Learning, Tech Education
- Master's Degree in High Abilities and Inclusive Education
- Master's Degree in E-Commerce
- Specialist in Latest Technologies Applied to Teaching, Digital Marketing, Web Applications and Internet Business Development



Professors

Mr. Boix Tremiño, Jorge

- ◆ Founder of HostingTG
- ◆ Founder of GrupoTG
- ◆ Co-founder of TiendaWebOnline
- ◆ Graphic Designer at Intergon2000
- ◆ Graphic Designer at Ibertex
- ◆ IT Project Manager at Xion Animation
- ◆ Sales and Marketing Director at Kingest
- ◆ Computer Engineer at UNED
- ◆ Business Excellence Award from the Institute for Professional Excellence.
- ◆ European Medal for Merit at Work by the European Association for
- ◆ Economy and Competitiveness.

04

Structure and Content

The syllabus has been designed on the basis of educational efficiency, carefully selecting the contents to offer a complete program, which includes all the fields of study that are essential to achieve real knowledge of the subject Including the latest updates and aspects of the field. A study plan has been established, whose modules offer a broad perspective of e-commerce creation and management. From first module, students will see their knowledge expanding, which will enable them to develop professionally, knowing that they can count on the support of a team of experts.





“

Deepen your knowledge in the field of computer technologies by incorporating the most advanced aspects of this area of work”

Module 1. e-Commerce Creation and Management

- 1.1. e-Commerce Development
 - 1.1.1. Functions
 - 1.1.2. Advanced Functions
 - 1.1.3. Administration.
 - 1.1.3.1. Payment Systems
 - 1.1.3.2. Customer Management
 - 1.1.3.3. Order Management
 - 1.1.4. Dropshipping
- 1.2. Database Programming and Structure
 - 1.2.1. Selecting Development Environment
 - 1.2.2. Web Structure for e-Commerce
 - 1.2.3. Database Structure
- 1.3. e-Commerce Design
 - 1.3.1. Main Screen
 - 1.3.2. Login and Register Areas
 - 1.3.3. Product Screen Structure
 - 1.3.4. Internal Pages about Shipping, Terms and Conditions, Legal Notices, etc
- 1.4. In-House Development vs. CMS (Content Management System)
 - 1.4.1. Advantages and Disadvantages of Using CMS
 - 1.4.2. Selecting CMS According to Development Types
 - 1.4.3. Self-installation or Online Cloud
 - 1.4.3.1. Wordpress + Woocommerce
 - 1.4.3.2. Prestashop
 - 1.4.3.3. Magento
 - 1.4.3.4. Shopify
- 1.5. Installing and Configuring the Work Environment
 - 1.5.1. Hosting and Domain
 - 1.5.1.1. SSL Activation and PHP Configuration
 - 1.5.2. Installing CMS
 - 1.5.2.1. Wordpress + Woocommerce Installation
 - 1.5.2.2. Prestashop Installation
 - 1.5.2.3. Magento Installation
 - 1.5.3. Configuring and Launching CMS
 - 1.5.3.1. Configuring and Launching Wordpress + Woocommerce
 - 1.5.3.2. Configuring and Launching Prestashop
 - 1.5.3.3. Configuring and Launching Magneto
 - 1.5.4. Selecting a Definitive Work Environment
- 1.6. UX (User eXperience)
 - 1.6.1. Design
 - 1.6.2. Functionality vs. Design
 - 1.6.3. Final Customer Optimization
 - 1.6.4. Visibility of Priority Parts
- 1.7. SEO (Search Engines)
 - 1.7.1. Keyword Search for Our Store
 - 1.7.2. Optimizing Pages, Meta Labels, Titles and Others
 - 1.7.3. Optimized Content
 - 1.7.4. Backlinks, Press Releases and Reviews
 - 1.7.5. Social Networks and Marketing
 - 1.7.5.1. Creating Promotions
 - 1.7.5.2. Optimizing Promotions and Buyer Persona
- 1.8. Payment and Logistics Systems
 - 1.8.1. Configuring Virtual and Physical Payment Systems
 - 1.8.1.1. Paypal
 - 1.8.1.2. Stripe
 - 1.8.1.3. Cash on Delivery
 - 1.8.1.4. POS Banking
 - 1.8.1.5. Installment Payment Systems
 - 1.8.2. Logistics
 - 1.8.2.1. Optimizing Shipment Channels
 - 1.8.2.2. Optimized Shipment Selector Configuration
 - 1.8.3. Delivery Automation

- 1.9. Marketing and Advertising
 - 1.9.1. Competitive Analysis
 - 1.9.2. Work Tools
 - 1.9.2.1. Analysis Tools
 - 1.9.2.2. Design Tools
 - 1.9.2.3. SEO Tools
 - 1.9.2.4. Optimization Tools
 - 1.9.3. Installing Tracking Pixels for Advanced Segmentation
 - 1.9.4. Creating Promotions
 - 1.9.4.1. Facebook Ads
 - 1.9.4.2. Twitter, Tiktok, Pinterest and Other Massive Networks
 - 1.9.4.3. Google Ads
 - 1.9.4.4. Ad Optimization
- 1.10. Analysis, Data Measuring and Results
 - 1.10.1. Measuring Traffic
 - 1.10.2. Search Engine Analysis
 - 1.10.3. Sources and Sales Percentages
 - 1.10.4. Creating Promotional Landing Pages
 - 1.10.5. Selling on Marketplace
 - 1.10.5.1. Amazon
 - 1.10.5.2. eBay
 - 1.10.6. Problem Solving



This Postgraduate Certificate provides a valuable addition to the prior studies of any website engineer seeking a high-quality, specialized qualification in User Interface Programming and Design"



05 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method has been the most widely used learning system among the world's leading Information Technology schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the course, students will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06 Certificate

The Postgraduate Certificate in E-Commerce Creation and Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This program will allow you to obtain your **Postgraduate Certificate in E-Commerce Creation and Management** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in E-Commerce Creation and Management**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



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