Module 13 : E-Commerce Management

SUBJECT CODE: 21DMS013

DIGITAL MARKETING STRATEGY

FACULTY NAME: MR. CHIRAG DEMBLA

Module 13 : E-Commerce Management

Session 7: Uploading Products to Website

Uploading Products to Website

Course Description

This Session of Uploading Products to Website has been designed with the intent of introducing participants to the various elements of

- Building an eCommerce Website Practically & Choosing Your eCommerce Platform
- Uploading product catalogue
- Understanding Content Upload Procedure
- Learning and Understanding the mechanism of Shopify
- Understanding the complete crux of Amazon Seller Central.

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Course Objectives

As a E-Commerce Business owner you will learn

- Examples of good and poorly designed E-commerce web sites in regard to design, functionality, and user interface;
- Learners will be able to recognize features and roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess knowledge and other soft skills and to react aptly when confronted with critical decision making.
- Handle Amazon Seller Central Account
- Learn the control panel of Shopify

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Table of Contents

Topic: 13.7.1 - What You Need to Build an eCommerce Website & Choosing Your eCommerce Platform

Topic: 13.7.2 - How do I upload my product catalogue?/Content Upload Procedure

Topic: 13.7.3 - Intro to Shopify , Customizing Shopify Store Settings, Shopify Themes, Setting Up Your Shopify Store

Topic: 13.7.4 - Amazon Ecosystem

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Topic: 13.7.1 - What You Need to Build an eCommerce Website & Choosing Your eCommerce Platform

- Pick your ecommerce platform- Shopify, Big Commerce, Wix
- Website builders with ecommerce features
- Plugins for WordPress
- Product Photos ,Description and Data
- Pages, Payment, Email etc

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Topic: 13.7.2 - How do I upload my product catalogue?/Content Upload Procedure

- Understanding e-commerce catalog management
- Best Catalog Practices
- Ecommerce catalog management challenges and solutions
- Standardizing product catalog management

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Topic: 13.7.3 - Intro to Shopify , Customizing Shopify Store Settings, Shopify Themes, Setting Up Your SHOPIFY Store

- What Is Shopify (And What Is It Not?)
- How to Set up Your Own Online Shop with the Help of Shopify
- Understanding Shopify Themes, Tax Setup, Payment Gateway, Shipping etc

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Topic: 13.7.4 - Amazon Ecosystem

- What is Amazon Seller Central?
- What can you do in Amazon Seller Central?
- How to add products in Amazon Seller Central?
- How to access advertising in Seller Central
- How to create and manage FBA shipments in Seller Central

Thank You!