

CERTIFICATE IN E-COMMERCE

Explore the infinite possibilities the world wide web can offer for your business

OVERVIEW

Join SMU's Certificate in E-commerce to explore the infinite possibilities the world wide web can offer for your business. From eliminating geographical limitations to lower operation costs, e-commerce has many advantages over brick and mortar businesses.

Through this certification programme, participants will develop the basic skills and knowledge required to operate their business online. In addition, businesses seeking to build a WordPress site will benefit by learning how to integrate WooCommerce - arguably the most popular and best plug-in for e-commerce.

To receive the Certificate in E-commerce, participants will need to complete the following 8 modules offered by Singapore Management University Academy:-

Participants who complete the first six modules will be also be awarded a **Professional Certificate in Digital Marketing**

LEARNING OBJECTIVES

Participants will be able to:

- Create a e-commerce platform using WooCommerce
- Understand e-commerce Order Fulfilment

WHO SHOULD ATTEND

- Experienced and aspiring entrepreneurs who would like to explore the possibilities of e-commerce.
- Start-ups or businesses who would like to reach global/regional audience.

FEE:

SGD13,696.00
(as low as SGD908.80 after maximum funding)

DURATION:

Each module is conducted over 2 weekday evenings and a full Saturday.

LEVEL:

Basic

CONTACT

academy@smu.edu.sg

+65 6828 9688

(Anne,
Course Consultant)

+65 6808 5499

(Gilbert Ong,
Programme Admissions and
Sales Consultant)

MODULES

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1 Search Engine Marketing</p> <p>2 Social Media Marketing</p> <p>3 Creating and Curating Display Content In Your Digital Strategy</p> <p>4 Creating and Curating Video Content In Your Digital Strategy</p> | <p>5 Persuasive Copywriting In Your Digital Strategy</p> <p>6 E-Commerce - Building a Wordpress Site for Conversion</p> <p>7 E-Commerce Essentials using WooCommerce</p> <p>8 E-Commerce Order Fulfilment (The Lean Way)</p> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



Up to
95%
funding
available
from
SkillsFuture
Singapore

SPEAKER/TRAINER BIO



Deborah Wee
Co-founder, HipVan

Deborah Wee was the co-founder and Chief Operating Officer of online furniture store – HipVan. She developed the Merchandising, Operations and Customer Service team from scratch, and also established HipVan's offline retail presence to create an online-to-offline experience for the customer. Deborah is now part of the Strategic Project Management team in the Alibaba Group where she focuses on company-wide business direction and project implementation for RedMart and Lazada.



Adrian Chye
Adjunct Lecturer
General Manager - Mediafreaks Group

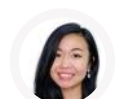
Adrian Chye holds a Master of Science in Technopreneurship and Innovation. He is the Chief Instructor and Mentor for several programmes at Nanyang Technopreneurship Centre. He has also been invited to conduct numerous Master Classes in Digital Marketing over the last 4 years. He is currently the General Manager of Mediafreaks Group - an award-winning tech new media entertainment company focusing on digital marketing and animation products and services.



Andrea Tan,
Project Director



Song Lili,
Project Director



Ang Hui Xuan,
Project Director