Annotated Course Outline
E-commerce and Digital Marketing

E-Commerce and Digital Marketing (2.5. to 3 hours max)	Scope description	Learning objectives	Learning outcomes	Key Message(s)	Resource Requirements (for content delivery)
Module 1 Digital Marketing Basics	*Understand the basics of digital marketing*	*Basic skills on digital marketing*	*Ability to identify appropriate digital marketing mediums and utilise basic techniques to promote your brand and products*	*Digital marketing can be an effective tool to drive sales and retain customers but it's important to understand and get the basics right*	*Presentation slides and short videos (and maybe case studies) to reinforce each lesson*
Lesson 1 Marketing Basics	*Understand basic marketing and know what types of DM are available*				
Lesson 2 Brand Recognition	*Use different elements to differentiate your business*				
Lesson 3 Creating Quality Content	*Basic photo and video tips and using content creation tools*				
Lesson 4 Planning and Setting Goals	*How to plan digital marketing activities and setting goals*				

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Module 2 E-commerce Basics	*Understand the basics of e-commerce*	*Basic skills on using e-commerce to sell products/services*	*Ability to utilise an e-commerce platform to sell products/services*	*Coupled with digital marketing techniques, e-commerce can be used effectively to sell products/services to more customers globally*	*Presentation slides and short videos (and maybe case studies) to reinforce each lesson*
Lesson 1 Introduction to E-commerce	*Basics of e-commerce explained and the enabling environment required*				
Lesson 2 Choosing an E-commerce Platform	*Available e-commerce platform options*				
Lesson 3 Building your e-commerce presence	*Preparing content for your online catalogue and ensuring you have the basics covered*				
Lesson 4 Payments, Order Fulfilment and Customer Service	*How to ensure efficient payment, shipping and customer service support*				

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Module 3 Emerging Trends	*Identify and utilise emerging trends to promote your brand and sell your products/services*	*Awareness of various emerging trends that can be leveraged*	*Ability to leverage emerging trends in digital marketing and e-commerce efforts*	*Technologies, trends, and customer preferences change and its important to keep abreast of developments to be able to better market and sell your products/services*	*Presentation slides and short videos to reinforce each lesson*
Lesson 1 Using Artificial Intelligence tools	*Leveraging the power of AI tools in your digital marketing and e-commerce activities*				
Lesson 2 Using Augmented (and Virtual) Reality	*Understand how AR/VR can be used to offer unique customer experiences*				
Lesson 3 Voice Search and Personalisation	*Optimising your presence for voice search and personalisation*				
Lesson 4 Other Emerging Trends	*Explore other emerging trends*				