COB Certified E-Commerce, E-Business & Digital Marketing E-Learning Options

Course Information GBP Edition - Corporate & Government HR / Learning & Development Department Information

The Certificate in Online Business Certification Programs

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Introduction

The Certificate in Online Business from the **Digital Skills Authority** is industry's globally recognised educational standard and certification for digital business. As well as individual subscriptions via credit and debit card via our e-commerce enabled e-learning site, we offer preferential volume license arrangements with our corporate and government clients

This guide provides important information about The Certificate in Online Business (COB) E-Learning Courses to help you make the right choice for your organisation, department leaders and their teams.
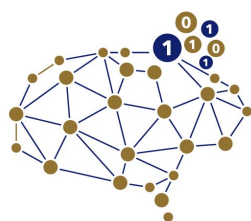
We currently offer corporate and government multi-user e-learning packages for three e-learning programs which were developed by the Digital Skills Authority, from the premium 5-day consultative classroom courses which launched 2008 – 2010. Our current e-learning course options are:

- ➢ COB Certified E-Commerce Manager E-Learning Course

- ➢ COB Certified E-Business Manager E-Learning Course

- ➢ COB Certified E-Commerce + E-Business E-Learning Course (Dual Certification Option)

Upcoming E-Learning Programs – Launching from January 2021 – Please watch out for updates

- ➢ COB Certified Digital Marketing Manager Combined (Blended Learning)

- ➢ COB Certified Web Merchandiser / COB Certified Category Manager / COB Certified Marketplace Trader / COB Certified Marketing Executive / COB Certified Web Writer

In addition to this guide, you will also find course testimonials and exam testing centre information on our web site at COBCertified.com, as well as on the Digital Skills Authority web site at DigitalSkillsAuthority.org

Leading organizations subscribe their staff to our certification programs, including:-

- Procter & Gamble
- Ernst & Young
- Three (Hutchison 3G UK)
- House of Fraser
- Mars
- Croatia Airlines
- Historic Scotland
- Schneider Electric Europe & China
- South African Post Office
- Ministry of Education Oman
- The Dune Group
- SABIC
- AXA Mansard

- Thales-Raytheon
- Saudi Investment Bank
- Zain Telecom
- Delta Airlines
- Brady Corporation
- Information Technology Authority - Government of Oman
- L'Oréal
- AMG Group (Rossignol, Asolo, Litchfield...)
- Loughborough University Staff
- Roumaan.com
- Huawei
- Chambers of Commerce

COB Certified E-Commerce Manager E-Learning Course

Give your staff instant access to the online e-commerce course version of this globally recognised e-commerce certification program from The Certificate in Online Business™ (COB). Master International E-Commerce Planning and Management, Content Strategy & Customer Experience, Web Merchandising for Maximum Sales, Introduction to Digital Marketing & Advertising

- ➢ 90-days access to around 25-hours of high-impacting interactive online lessons and workshops (compatible with Tablets, Windows & Mac PCs)
- ➢ Downloadable E-Learning Versions of the Six Official COB Certified E-Commerce Manager Course Books
- ➢ Includes COB Exam and Certification Administration Costs
- ➢ Exam attendance is optional and is bookable at *'Authorised Testing Centres'* around the globe **
- ➢ Remote (Virtual) Exam Invigilation option (Additional fee applies)
- ➢ Exam attendance is optional and is bookable at *'Authorised Testing Centres'* around the globe

** ⭐⭐⭐⭐⭐ Average rating: 4.5*

Master the Art of Online Selling!

This valuable sales and customer-focused international e-commerce business self-study course will help your organisation plan and implement a powerful online store and sell your products and services effectively.

Who is the course suitable for?

The COB Certified E-Commerce Program is suitable for anyone involved in managing the implementation or the sales of an online store. This course is ideal for the following people:

- ➢ E-Commerce Directors and Managers
- ➢ Heads of Online

- ➢ Web Merchandisers and Store Managers
- ➢ Business Owners

How will our organisation and employees benefit?

There are a number of practical benefits to following 'The Certificate in Online Business' non-technical e-commerce management program. Here are some of them:-

- ➢ Learn how to engage your customers to subscribe, buy and interact
- ➢ Gain valuable tips to increase your sales and reduce costs
- ➢ Understand and learn how to avoid the common pitfalls
- ➢ Discover new technologies and tactics for e-commerce
- ➢ Learn how to attract customers to your store
- ➢ Complete high-impacting practical exercises
- ➢ Study to become a **COB Certified E-Commerce Manager**

Get 6 Powerful Downloadable Official Course Books
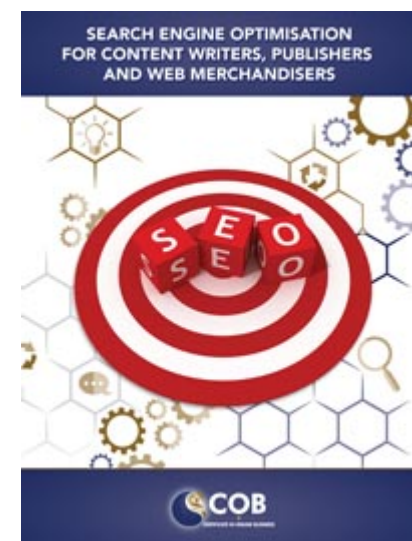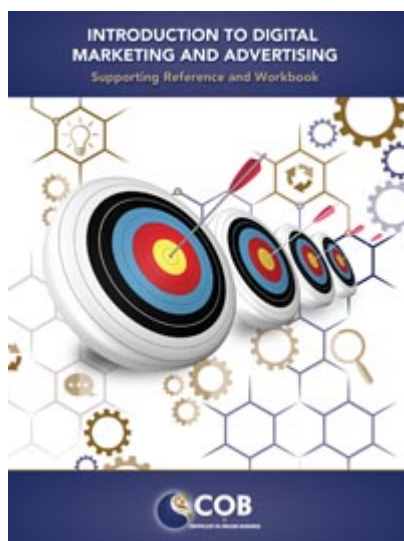
What's in the Books?

The official COB Certified course books contain useful insights as well as and e-learning-led workshops and exercises.

Echo E-Business SEO Web Writing Method™

Step 1	Consider what th[e]
Step 2	Choose keywords
	Referring to your Publishers and We[b] web site visitors w[ill] to deliver to them
Step 3	Write engaging S[EO]
	Headings and sub engine optimisatio[n]
	In Fig 4, a service engine key phras[es] customers and so the heading is bol[d] supports search e[n]
	Engaging stateme[nt]

Step 1: Write your 'Meta Keywords'

Once you have considered what you will write about, you then need to define your Me[ta] Keywords. Meta Keywords or Phrases are what you expect your customers to enter in [a] search engine to find your chosen web page.

How to Define Meta Keyw[ords]

You trainer will teach you so[me] Write your notes here.

_____

_____

_____

Google Adwords Text Ads

Following the Google Adwords introductory workshop, write the sample text ad the lesson. Use the template below.

Headline: _____

Description: _____

_____

Display URL: _____

Exercise 5 – Cross-Selling

Using your 'E-Commerce – Planning, Implementing and Managing a Profitable Store', product requirements pages, consider what products you would cross-sell for each of your product pages.

E-COMMERCE – PLANNING, IMPLEMENTING AND MANAGING A PROFITABLE STORE

Product 1

Category Name (s)	
Sub Category Name (s)	
PRODUCT NAME	
PRODUCT DESCRIPTION	
PRICE	
Product Image(s)	
Can be ordered online?	
Downloadable Product? Filename? Expires? How managed?	
Max. Quantity Orderable (per buyer)	
Min. Quantity Orderable (per buyer)	

Your COB Certified E-Commerce Manager E-Learning Course will you're your organisation the following learning:-

E-Commerce Planning

Discover how a profitable store should be implemented or improved for your business!

- ➢ What is E-Commerce?
- ➢ E-Commerce advantages and disadvantages
- ➢ Why do customers buy online?
- ➢ Online store considerations and choosing the right storefront solution
- ➢ Developing requirements for stock, tax, shipping and accounting
- ➢ Secure online payments - requirements pitfalls and benefits
- ➢ Introduction to e-commerce law

Content Strategy and Customer Experience

Engage your customers to buy, subscribe and interact!

The content strategy guide, SEO web writing guide and e-learning access will give your staff access to the following essential learning:-

- ➢ Learn how to plan, prepare and publish engaging, marketable, valuable and accessible web site content that will attract and retain users and customers.
- ➢ Understand, target and engage your audiences effectively
- ➢ Learn how to powerfully present your ideas, information and other content online to maximise sales
- ➢ Learn optimal web writing and search engine optimisation techniques

Web Merchandising

Discover powerful techniques to merchandise your products and services to maximise sales!

Digital Marketing

Learn how to market your online store, products and services effectively to your target audience, in an engaging way.

The digital advertising guide, email marketing guide and e-learning access will give your staff access to the following essential learning:-

- ➢ Learn how to develop your marketing plan
- ➢ Find out what traditional marketing and digital marketing channels will work best for your business
- ➢ The art of effective messaging
- ➢ Introduction to digital advertising
- ➢ Search engine marketing
- ➢ Banner and video advertising
- ➢ Viral and affiliate marketing
- ➢ Email marketing
- ➢ Introduction to social media marketing and online PR

Sample E-Learning Screenshots

As well as the sample images below, see the sample images on the front page as well as the live demos at our web site.
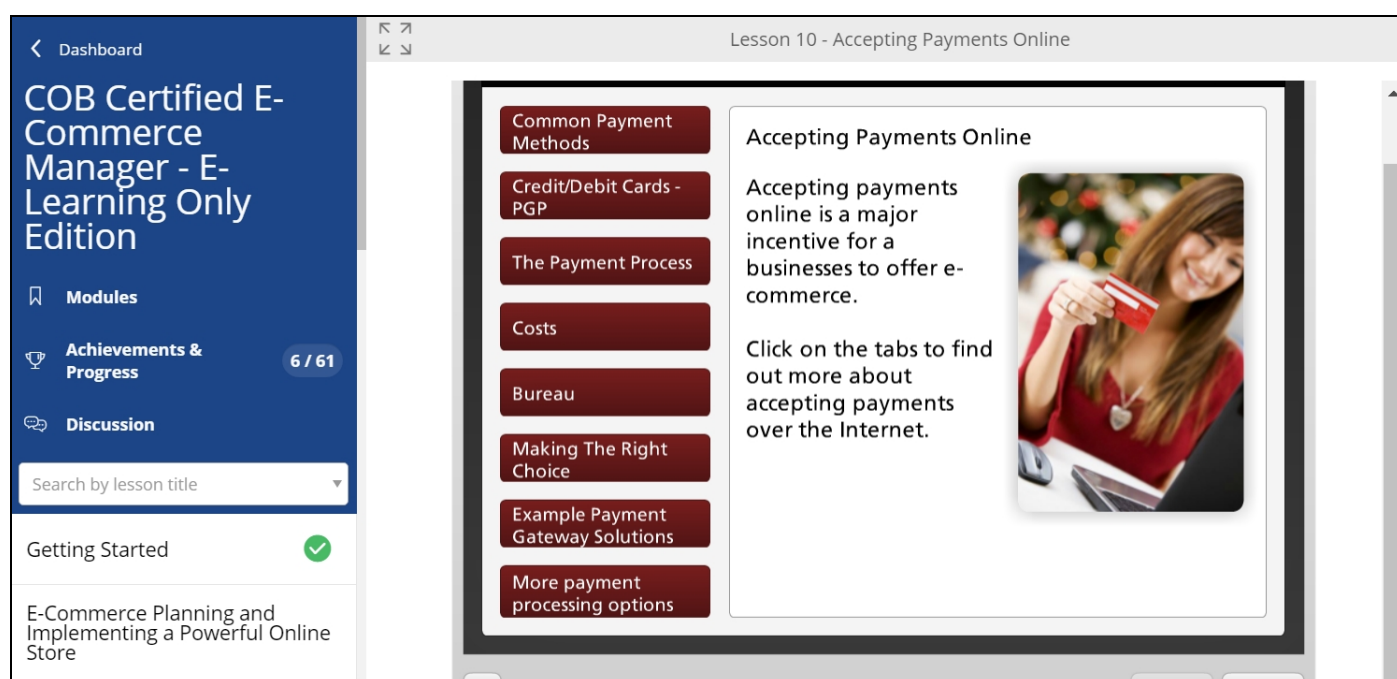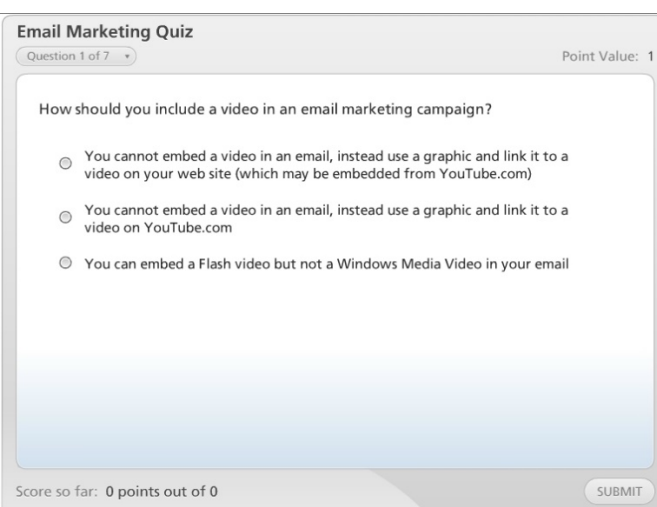
What else?

Included with your course access are online quizzes, hands-on exercises, revision practice questions, and useful time and cost-saving templates.

How long will the course take?

The length of time it takes to complete the course, depends on each individual. The modules, exercises and books take around 25 hours to complete, with an expected total of 35 hours of total study.

Course Comparison

Are you unsure which course(s) to choose? Take a look at our invaluable course comparison on pages 14-16 of this guide.

COB Certified E-Business Manager E-Learning Only Course

Give your staff instant access to the industry's leading online E-Business course. Get multi-user subscription to the e-learning version of this globally recognised E-Business certification program from The Certificate in Online Business™ (COB). Master E-Business and E-Commerce Strategy, Planning & Management, Content Strategy & Customer Experience and Gain an Introduction to Digital Marketing & Advertising

- ➢ 90-days access to around 25-hours of high-impacting interactive online lessons and workshops (compatible with Tablets, Windows & Mac PCs)
- ➢ Downloadable E-Learning Versions of the Six Official COB Certified E-Business Manager Course Books
- ➢ Includes COB Exam and Certification Administration Costs
- ➢ Remote (Virtual) Exam Invigilation option (Additional fee applies)
- ➢ Exam attendance is optional and is bookable at *'Authorised Testing Centres'* around the globe **

⭐⭐⭐⭐⭐   Average rating: 4.5*

Are you making the most of E-Business opportunities?

Increase your profits, enhance your reputation and increase efficiency! This cutting-edge E-Business Management e-learning course is the essential training program for organisations and individuals getting their business online, improving an existing presence, or looking at ways to digitally transform the organisation. It has been adapted from our globally established 5-Day Classroom Program

Who is this course suitable for?

The COB Certified E-Business Manager Program is suitable for anyone involved in digital transformation, managing or planning an online space. Whether your staff are Business Leaders, Department Directors, an IT or Intranet Managers, E-marketing, Web or E-commerce Managers and teams, this course will give your staff a solid foundation for planning and managing your online space effectively.

How will our organisation and employees benefit?

There are a number of practical benefits to following our non-technical E-Business management program. Here are some of them:-

- ➢ Create an E-Business plan to attract and retain visitors on your web site
- ➢ Gain a solid foundation of knowledge avoiding investment in several specialist courses
- ➢ Identify, understand and manage risks relating to your online presence
- ➢ Find out how to select appropriate tools and suppliers
- ➢ Learn how to communicate your business requirements more effectively
- ➢ Start an effective digital marketing plan in line with your budget and business needs
- ➢ Understand the roles of different team members
- ➢ Get practical cost-saving tips for online success
- ➢ Complete powerful hands-on exercises
- ➢ Study to become a COB Certified E-Business Manager

Get 6 Powerful Downloadable Official Course Books
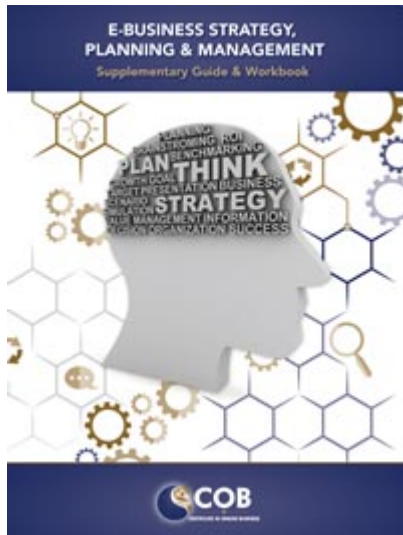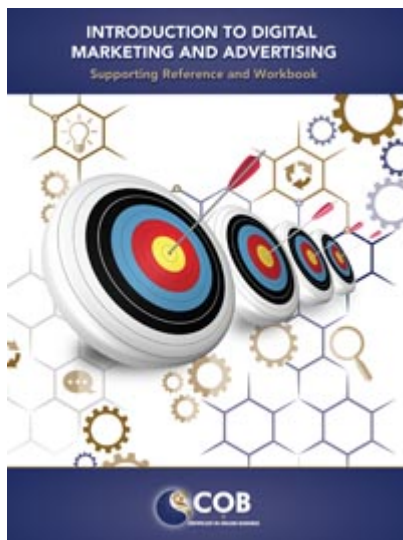
What's in the Books?

The official COB Certified course books contain useful insights as well as and e-learning-led workshops and exercises

Managing E-Risks

What is Risk Management?

Risk Management is a key face
There are two types of risk:

➢ **Project risk** - anything that impa
deliverables, for example, a late

What will you learn?

Your e-learning access, powerful guides and workbooks will give you the following learning:-

E-Business Strategy and Planning

Learn how to plan effectively for online business to save time, resources and money. This valuable strategy and planning training will help you to develop and plan your E-Business strategy. The E-Business strategy and planning guide and e-learning access will give you access to the following learning:-

- Understand the meaning and scope of E-Business and what models fit your organisation
- Discover different revenue models for online business
- Learn how to develop your E-Business strategic plan
- Identify and manage E-Business risk
- Introduction to e-project management
- Discover how to select and work with developers and agencies effectively
- Gain an experts insight into cost-saving project management tools

E-Commerce Planning

Discover how a profitable store should be implemented or improved for your business!

The e-commerce guide and e-learning access will give your staff access to the following essential learning:-

- What is E-Commerce?
- E-Commerce advantages and disadvantages
- Why do customers buy online?
- Online store considerations and choosing the right storefront solution
- Developing requirements for stock, tax, shipping and accounting
- Secure online payments - requirements pitfalls and benefits
- Introduction to web merchandising and the art of online selling
- Introduction to e-commerce law

Content Strategy and Customer Experience

Engage your customers to buy, subscribe and interact!

The content strategy guide, SEO web writing guide and e-learning access will deliver access to the following essential learning:-

- ➢ Learn how to plan, prepare and publish engaging, marketable, valuable and accessible web site content that will attract and retain users and customers.
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Digital Marketing

Learn how to market your online store, products and services effectively to your target audience, in an engaging way. The digital advertising guide, email marketing guide and e-learning access will give your staff access to the following essential learning:-

- ➢ Learn how to develop your marketing plan
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- ➢ The art of effective messaging
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- ➢ Search engine marketing
- ➢ Banner video advertising
- ➢ Viral and affiliate marketing
- ➢ Email marketing
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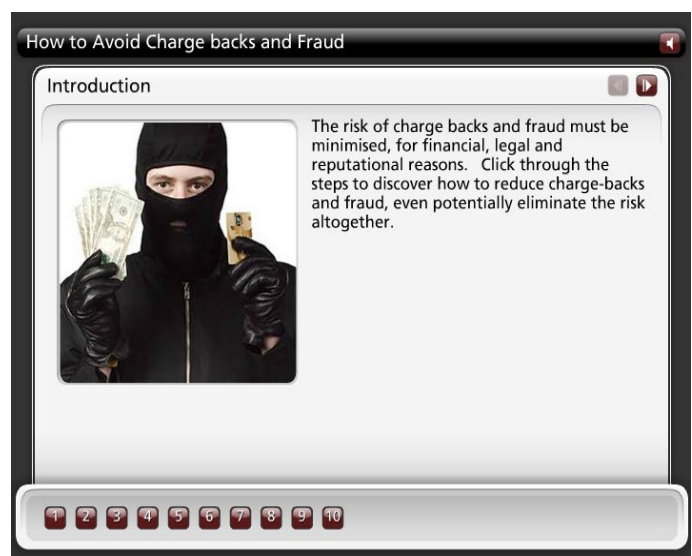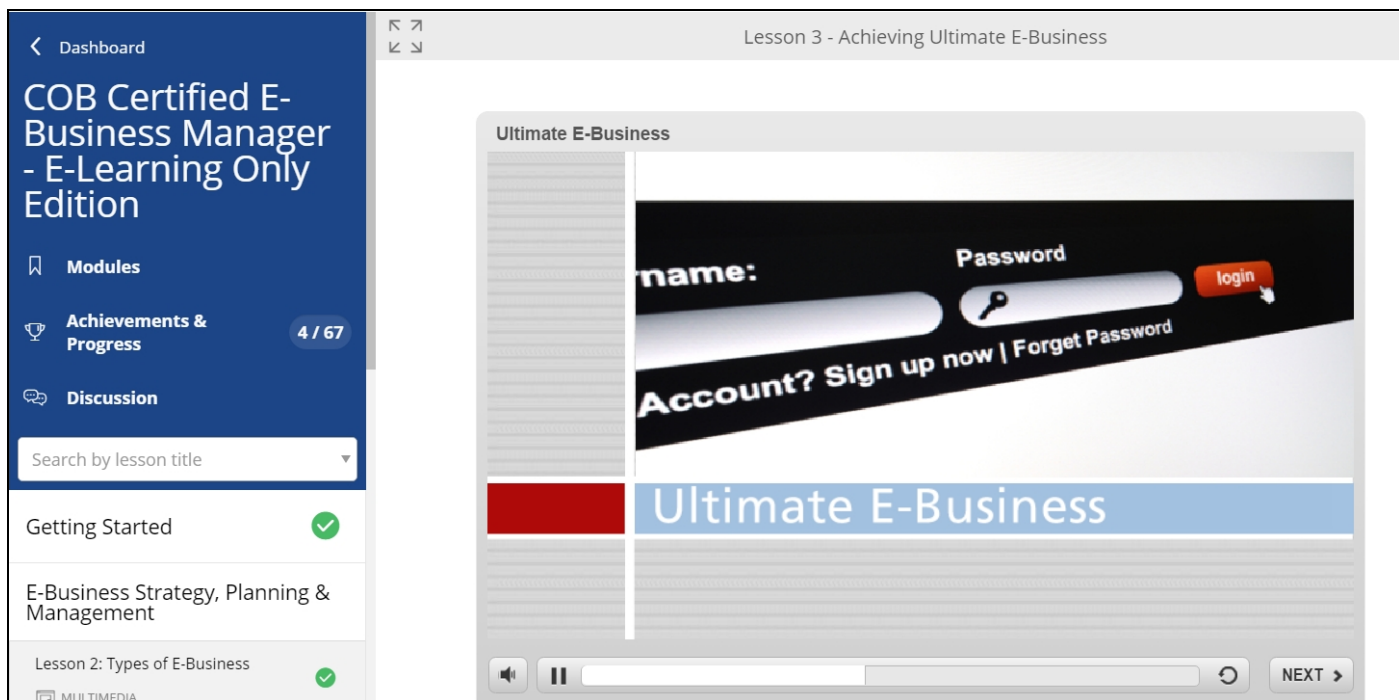
What else?

Along with your course you'll have access to online quizzes, hands-on exercises, revision practice questions, and useful time and cost-saving templates.

How long will the course take?

The length of time it takes to complete the course, depends on each individual. The modules, exercises and books take around 25-hours to complete, with an expected total of 35-hours of total study.

Which Course is Right for Me?

COB Certified E-Business Manager E-Learning Course/COB Certified E-Commerce Manager E-Learning Course/Combination Course

This COB Certified E-Business Manager course covers online business as a wider subject, rather than focusing only on e-commerce. It includes training on E-Business planning and strategy as part of digital transformation, e-risk management, E-Business revenue models and e-project management.

This COB Certified E-Commerce Manager course is focused on maximising online sales. Unlike the COB Certified E-Business Manager E-Learning course, it includes more advanced web merchandising training, instead of the areas mentioned above. This course is recommended for those starting an online retail business, or for those wanting to boost their existing e-commerce store.

Your organisation may be interested in the shared learning from both the programs and the individual track focused learning (Web Merchandising for COB Certified E-Commerce and the E-Business Strategy, Planning and Management from the COB Certified E-Business Manager Program). Why not take our dual track? Compare all three options below

Compare COB Certified E-Commerce Manager Course Options

Course Content and Benefits	COB Certified E-Commerce Manager	COB Certified E-Business Manager	COB Certified E-Business + E-Commerce Manager Combination
E-Business Planning and Strategy + Workshop	✗	✓	✓
The Role of the E-Business Manager, Stakeholders and Teams in Delivering Effective Online Business	✗	✓	✓
E-Risk Management + Workshop	✗	✓	✓
E-Business and the Law	✗	✓	✓
An Introduction to E-Project Management	✗	✓	✓
E-Business Planning and Strategy + Workshop	✗	✓	✓
An Introduction to E-Commerce	✓	✓	✓
How to Accept Secure Web and Mobile Payments	✓	✓	✓
How to Avoid Chargebacks and Fraud	✓	✓	✓
How to Choose the Ideal E-Commerce Storefront Solution/How to Prepare Requirements	✓	✓	✓
E-Commerce Store Planning - Category,	✓	✓	✓

Product and Shipping Workshop			
Web Merchandising for Maximum Sales	✓	✗	✓
Introduction to International E-Commerce Law and Taxation	✓	✓	✓
Content Planning and Information Architecture Workshops	✓	✓	✓
Wireframing Workshop (Optimising Web Page Layouts)	✓	✓	✓
The Art of Online Customer Engagement	✓	✓	✓
Sales Psychology and Selling Over the Internet	✓	✓	✓
Web Writing and SE0 Workshop	✓	✓	✓
Introduction to Marketing and Digital Marketing Strategy	✓	✓	✓
Digital and E-Business Branding	✓	✓	✓
Social Media Marketing and Strategy	✓	✓	✓
Best-Practice Email Marketing and Strategy	✓	✓	✓
An Introduction to Banner, Affiliate and Video Advertising	✓	✓	✓
Pay-Per-click Advertising + Introductory Workshops	✓	✓	✓

Five Core COB Certified E-Commerce Manager Downloadable Course Books	✓	✓	✓
Downloadable Web Merchandising for Maximum Sales Workbook and Product Categorisation Exercise Pack	✓	✗	✓
Downloadable E-Business Strategy, Planning and Management Workbook	✗	✓	✓
Useful cost and time-saving planning templates in digital format	✓	✓	✓
E-Learning access 90-days	✓	✓	✓
E-Learning access 120-days	✗	✗	✓
Digital Skills Authority Exam Administration & Certification Fees	✓	✓	✓
Exam Invigilation at *'Authorised Testing Centre' or* Remote (Virtual) Exam Invigilation (Additional fee to Digital Skills Authority)	Additional Fees Apply	Additional Fees Apply	Additional Fees Apply

Course Fees – British Pounds (Per Learner) – Includes VAT @20%

- COB Certified E-Commerce or COB Certified E-Business Manager – Single E-Learning Course + COB Exam Administration Fees: £995
- Remote (Virtual) Exam Invigilation – Single Certification Fees: £150
- COB Certified E-Commerce + E-Business Manager – Dual E-Learning Course + COB Exam Administration Fees: £1,250
- Remote (Virtual) Exam Invigilation – Dual Certification Fees: £250

Corporate and Government Multiple Employee Packages

The Digital Skills Authority offers Corporate and Government Savings through Multiple Employee packages. Your organization can purchase access for a selected number of employees, with or without Remote (Virtual) Exam invigilation.
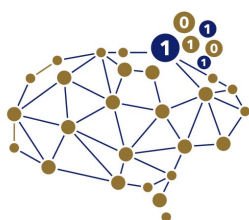
Multi-User Savings

Number of Employee Subscriptions	Single Track COB Certified E-Business or E-Commerce Manager + COB Exam Administration**	Dual Track COB Certified E-Business or E-Commerce Manager + COB Exam Administration**
1	£995	£1,250
10 (Minimum)	£8,950	£11,250
50	£35,800	£45,000
Please contact us, for higher course volume fees		

Exam Savings

Your employees can pay to take their face-to-face exams at *'Authorised Testing Centres'* around the globe. Alternatively, we you can purchase 'Remote (Virtual) Invigilation' for your employees from the Digital Skills Authority. (These will be allocated to each individual learner subscription – One per employee)

Number of Employee Subscriptions	Single Track COB Certified E-Business or E-Commerce Manager including COB Exam Administration**	Dual Track COB Certified E-Business or E-Commerce Manager including COB Exam Administration**
1	£150	£250
10 (Minimum)	£1,350	£2,250
50	£6,950	£11,500
Please contact us, for higher course volume fees		

Taking Exams

The COB Certified Manager certifications are industry-developed, globally recognised qualifications.

COB stands for Certificate in Online Business™ and there are three 'Certificates in Online Business'. Established since 2008, leading brands from all around the world send delegates on the COB Certified courses which are operated and accredited by the **Digital Skills Authority** (Industry's global digital skills authority).

About the Exam

Each online course account is registered to one student only who is issued with a unique candidate number. Individuals cannot attend an exam without either attending a classroom course or purchasing the relevant self-study or e-learning course.

To ensure the authenticity of our examination process, delegates taking their exam are required to produce their unique candidate number and proof of identity.

Exam Fees and Bookings – Remote (Virtual) from Employee's Computer

This new option was introduced in March 2020, and is suitable when access to an *'Authorised Testing Centre'* is not available, and if your employee has the suitable technology requirements – High-speed Internet or Broadband, an up-to-date reliable computer, a webcam and a smartphone with camera. Employee exams will be invigilated live by an examiner, via web cam and a secure online application.

The exam consists of two practical written parts:-

- 1hr 30 minutes questions and answers - Part A
- 1hr 30 minutes e-commerce case study - Part B
- Dual certification exams only: Additional 1hr 30 paper – Part C
- The pass mark is 70%

Virtual (Remote) Exam Invigilation fees in GBP inclusive of VAT @ 20% are £150 for a single certification exam, or £250 for a dual certification exam.

Exam Fees and Bookings – Face-to-Face at Test Centre**

The Digital Skills Authority' *'Authorised Testing Centre'* partners include universities, professional institutes and government organisations around the globe.

The exam at an *'Authorised Testing Centre'* consists of two practical written parts:-

- 1hr 30 minutes hand-written question and answers - Part A
- 1hr 30 minutes e-commerce case study - Part B
- Dual certification exams only: Additional 1hr 30 paper – Part C
- The pass mark is 70%

The course fee includes the Digital Skills Authority's COB Exam Administration fee, which are our costs for preparing the exam materials, printing and postage of papers to the employees chosen *'Authorised Testing Centre'*, assessing and marking their papers, delivering results and providing a certificate if they pass. Fees exclude test centre fees, which are payable direct the chosen testing centre.

Authorised Testing Centre Fees**

Authorised Testing Fees vary significantly depending on the location. They charge between £50 - £250 (for a single-track exam), depending on location.   Please visit COBCertified.com for list of Authorised Testing Centres around the globe. Also refer to DigitalSkillsAuthority.org for general updates.

To Discuss Your Requirements, Please contact Sam Smith on UK Phone: 01753 362 654 International +44 1753 362 654, or send us a message via our web site.