



COMPARE THE LESSONS & FEATURES OF OUR THREE 5-DAY COB CERTIFIED MANAGER CLASSROOM PROGRAMS.

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

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 Product Merchandising Masterclass			
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 SEO Workshop



Managing Content and Publishing Systems



Making Money - E-Business Revenue Models



Introduction to Marketing and Digital Marketing Strategy



Introduction to Digital and E-Business Branding	✓	✓	✓
Introduction to Social Media Marketing and Strategy			
	✗	✗	✓
	✓	✓	✓
Digital Advertising Strategy			
	✓	✓	✓
Best-Practice Email Marketing and Strategy			
	✓	✓	✓
An Introduction to Banner, Affiliate and Video Advertising			
	✓	✓	✓
Introduction to Pay-Per-click Advertising			
	✓	✓	✓
Google Pay-Per-Click Program and Workshops with Google Certified Professional	✗	✗	✓

More Advanced and In-Depth Digital Marketing Insights and Workshops



Exam Administration and Certification

High-Quality Training Materials and Access to Downloadable Valuable Time Templates



and Cost-Saving



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