

Augusta Technical College

Continuing Education Syllabus

Class: Introduction to E-Commerce	Instructor(s): Ms. Kierra Jiles
Term: Spring 2024	
Class Location: 600 Building	Email: Kierra.Jiles@augustatech.edu
Class Time: 6:00-7:30 p.m.	Contact Number: 706-771-4199
Class Dates: April 15, 22, 29; May 6, 13	

Course Description: This course will provide an overview of Ecommerce, designing your website, adding and managing your inventory, and marketing your business.

Textbooks, Tools, and Supplies: All supplies needed for the course will be provided. The class will use the free versions of any platforms for demonstration and class purposes.

Refund period: There are no refunds once the course has officially started.

Evaluation and Grading: Augusta Technical College Grading Scale

S	Satisfactory
U	Unsatisfactory

Course Outline/Assignments:

Schedule is subject to change.

Week 1: Introduction to Ecommerce and Choosing Your Platform

- Overview of Ecommerce: Trends, opportunities, and challenges.
- Understanding different Ecommerce platforms (e.g., Shopify, Wix, Squarespace).
- Factors to consider when choosing an Ecommerce platform: Cost, scalability, customization, and features.
- Hands-on: Exploring demo versions of popular Ecommerce platforms.

Week 2: Designing Your Ecommerce Website

- Importance of website design in Ecommerce.
- Key design principles and best practices.
- Customizing templates and themes.
- Incorporating branding elements: Logo, colors, and fonts.
- Hands-on: Designing and customizing a basic Ecommerce website using a chosen platform.

Week 3: Adding Products and Managing Inventory

- Setting up product listings: Titles, descriptions, images, and pricing.

- Organizing products into categories and collections.
- Managing inventory levels and tracking stock.
- Integrating payment gateways for secure transactions.
- Hands-on: Adding products and managing inventory on the Ecommerce platform.

Week 4: Marketing Your Ecommerce Business

- Overview of Ecommerce marketing strategies: SEO, social media, email marketing, and content marketing.
- Creating compelling product descriptions and optimizing for search engines.
- Leveraging social media platforms to drive traffic and engagement.
- Building an email list and crafting effective email campaigns.
- Hands-on: Developing a basic marketing plan for the Ecommerce website.

Week 5: Analytics, Optimization, and Closing Your Site

- Understanding Ecommerce analytics: Tracking sales, traffic, and customer behavior.
- Using analytics to make data-driven decisions and optimize website performance.
- A/B testing: Experimenting with different elements to improve conversion rates.
- Customer service and support best practices.
- Planning for site maintenance, updates, and potential closure.
- Hands-on: Analyzing website analytics and making optimization recommendations.

Suggested Websites

The list below offers user-friendly interfaces, customizable templates, and comprehensive support to help beginners create and manage their Ecommerce sites with ease. Ultimately, the best choice depends on your specific needs, budget, and level of technical expertise.

1. [Shopify](#): Shopify is widely regarded as one of the most beginner-friendly Ecommerce platforms. It offers an intuitive interface, customizable templates, and a range of built-in features to help users easily set up and manage their online stores. Shopify also provides extensive documentation, tutorials, and customer support to assist beginners every step of the way.
2. [Wix](#): Wix is known for its drag-and-drop website builder, making it extremely easy for beginners to create visually appealing websites, including Ecommerce stores. Wix offers a variety of Ecommerce templates, seamless integration with payment gateways, and marketing tools to help beginners launch and promote their online businesses.
3. [Squarespace](#): Squarespace provides a user-friendly website builder with beautifully designed templates, making it ideal for beginners with a focus on aesthetics. Squarespace offers Ecommerce functionality integrated into its platform, allowing beginners to create professional-looking online stores without any coding knowledge.