

ENEB

Empowering the
best leaders

Academic Brochure



European Business School of Barcelona

In collaboration with:



Cum Laude
Award 2023:



Welcome to ENEB

The World's Leading Business School

We are dedicated to transforming lives through high-quality education. Recognized as the #1 business school by Innovatec for our technological innovation, we offer a dynamic and engaging learning environment designed to equip you with the skills to succeed in today's competitive world.



Why ENEB?

ENEB - European Business School of Barcelona stands out as a leading institution in online education specializing in master's and postgraduate programs designed to boost your career on a global scale. With a strong international presence and courses offered in Spanish, English, and Portuguese, ENEB positions itself as the perfect choice for those seeking educational excellence without borders.

All educational programs offered by ENEB grant University Certification as they are endorsed and certified by the Isabel I University, thus validating the quality and recognition of your education internationally. Upon completing your studies, you will be eligible to receive ECTS (European Credit Transfer System).

MAIN PARTNERS



Universidad
Isabel I



Harvard
Business
Publishing
Education

TECH PARTNERS

numintec



Z O H O



Power BI



Hawkings



power query



+ 100 PARTNERS

UIN UNIVERSIDAD
INSURGENTES



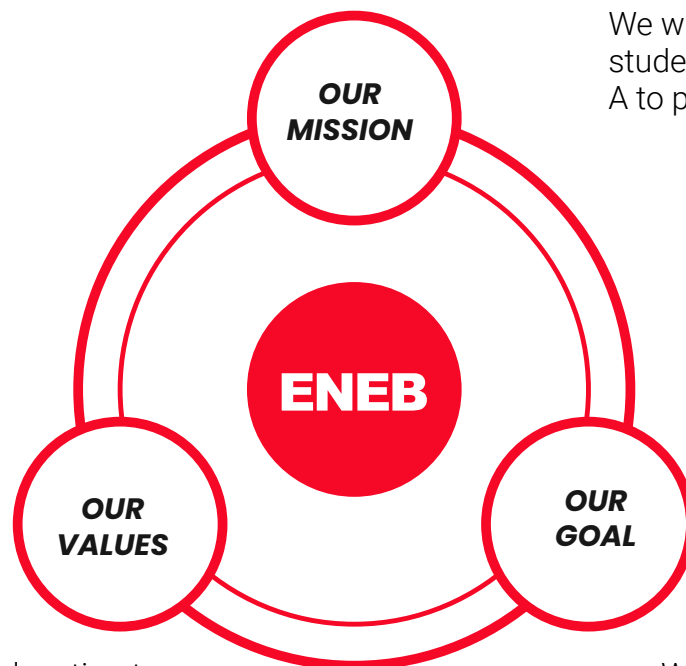
Instituto
Europeo
de Posgrado





You are our mission, our values and our goals

Our mission at ENEB is to transform your life, empowering you to choose your own path and dedicate your time to what you are most passionate about, with no limits to achieving your goals. We envision ourselves as the gateway to your life objectives, offering accessible, top-quality education for everyone. We are committed to ensuring no talent is left behind and to making a positive impact on society. With over 19,000 students annually, we feel a profound responsibility to make a real difference.



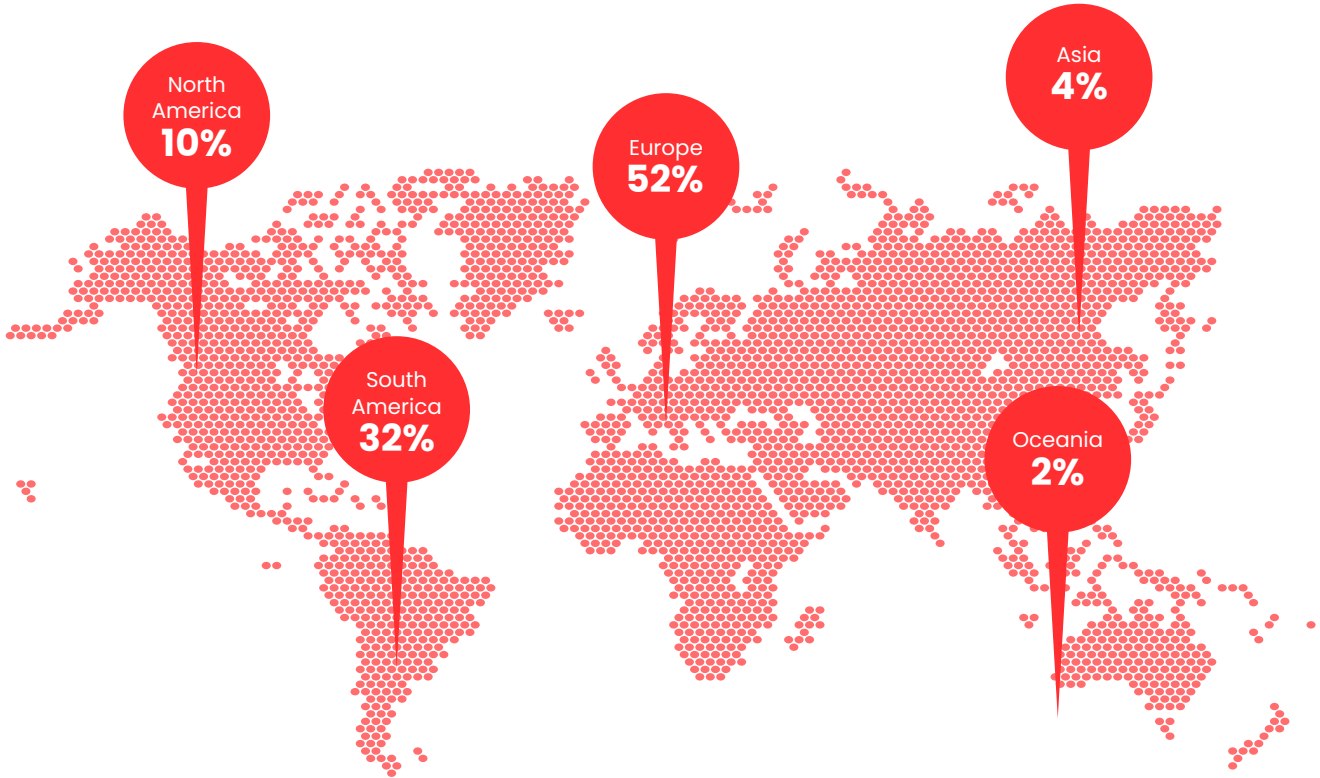
We want to transform our students' lives, from point A to point E.

We aim to provide education to everyone who truly desires it. We strive to break barriers because we believe that top-tier education should be accessible to all, not just a select few.

With over 19,000 students each year, we feel a profound responsibility to make a meaningful impact on society.

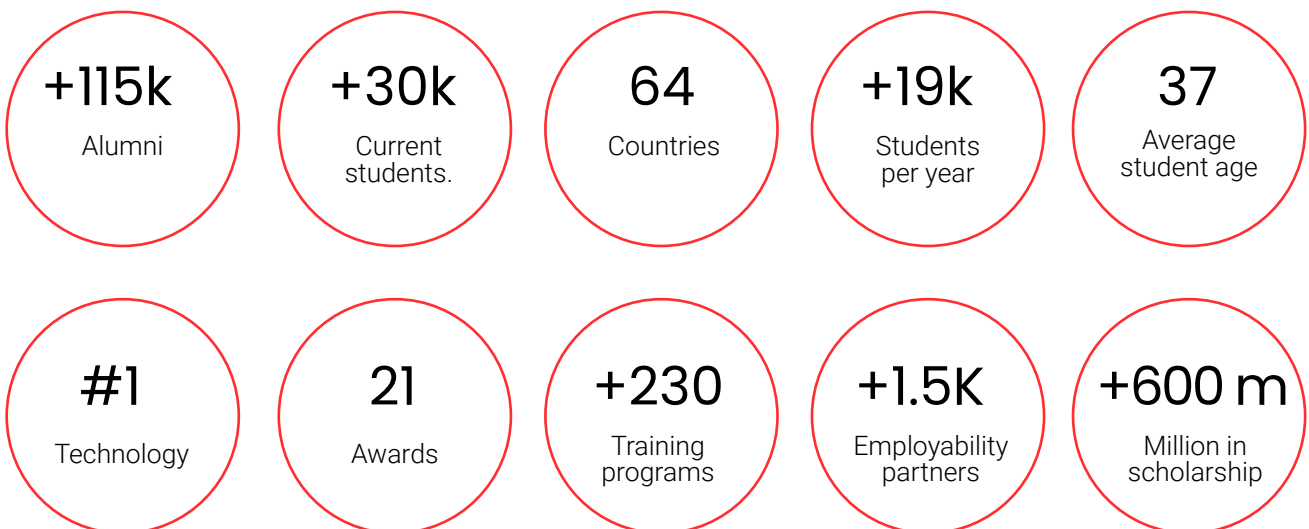
ENEB in the world

At ENEB, each country represents not just a new territory, but a fresh opportunity to transform the world. Over 150,000 students across 125 countries have wisely chosen ENEB to shape their future and make a global impact.



ENEB in Numbers

Numbers are not just figures; they are the result of our relentless effort and dedication. At ENEB, our impressive stats reflect our commitment to excellence and our global impact on education and transformation.



Accreditations

All the certificates of our training programmes are issued by ENEB Business School and certified by the Universidad Isabel I, which belongs to the European Higher Education Area guaranteeing the homogeneity and quality of the training. ENEB master's and postgraduate programs have the highest recognitions, approvals and homologations that guarantee the educational quality of their content. They are highly valued professional trainings in the field of each of the different areas of knowledge. The homologations, accreditations, memberships, certifications, registrations and recognitions of ENEB are the following:

 <p>Universidad Isabel I</p> <p>All our training programmes are certified by Universidad Isabel I.</p>	 <p>International Education Evaluations</p> <p>Collaboration with IEE, for validations in USA and Canada.</p>	 <p>CECAP</p> <p>Member of the Spanish Confederation of Private Centres and Academies.</p>
 <p>@nced</p> <p>Member of the Spanish National Association of e-Learning and Distance Learning Centres</p>	 <p>TRINITY COLLEGE LONDON</p> <p>Collaborating Centre of the Trinity College London.</p>	 <p>EFQM</p> <p>Quality and excellence certification with the highest score issued by the European Foundation for Quality Management.</p>
 <p>ICEEX</p> <p>Certificate of educational excellence established</p>	 <p>Cámara Barcelona "doing business"</p> <p>Member of the Barcelona Chamber of Commerce</p>	 <p>Best business school rated by its students.</p>
 <p>GOBIERNO DE ESPAÑA MINISTERIO DE INDUSTRIA, COMERCIO Y TURISMO</p> <p>Registered trademark with the number 3,543,757 within class 41 of Education and Training.</p>	 <p>SBA</p> <p>Associated to the Latin American Council of Management Schools</p>	 <p>a3en</p> <p>asociación española de escuelas de negocios</p> <p>Associated with the Asociación Española de Escuelas de Negocios.</p>

Remote learning

ENEB's training programs are 100% online and includes manuals, daily and voluntary live classes in the ENEB Metaverse, multimedia resources, forums, and debates within the ENEB community, as well as tutoring from Monday to Sunday.



Evaluation is done through the presentation of a final assignment per subject, after passing self-assessments. These self-assessments do not affect your final grade but help you measure your progress in learning. Final assignments are evaluated and corrected by the team of tutors and professors. There are no final tests or theoretical exams.

Flexibility is not only reflected in the delivery of assignments but also in the adaptability of the program to your needs. You can follow the order of subjects that best suits your time, needs, or concerns.

ENEB has a complete team of tutors available 7 days a week to guide and advise you on practical cases, ensuring your success in each subject.

A red banner with rounded corners containing four white icons and their corresponding labels. The icons are: a clock with a circular arrow (Flexible), three people with a hand (Customised), an open padlock (Accessible), and a laptop with a graduation cap (Online).

- Flexible
- Customised
- Accessible
- Online



Our Methodology

At ENEB, you learn by making decisions through Harvard-backed case studies, guided by 200+ active professionals, all within our immersive Metaverse campus. Rather than focusing on memorizing information, we place the emphasis on preparing you for real-world business decisions.



SPECIAL PROGRAMS

“The Food Truck Challenge”

Simulator in which you will manage a successful food truck in the city of Boomtown.

You will work in teams to make decisions, after each decision there will be a debriefing and the decisions made and results obtained by each team will be discussed.

With content from Harvard Business Publishing Education.





Live Classes in the Metaverse

Our synchronous live classes are held from Monday to Thursday through the ENEB Metaverse (NUBI). These classes feature the participation of experts in various educational areas. The schedule of classes may vary depending on the availability of speakers, but you will always have access to the updated calendar several weeks in advance.

Although attendance at these classes is not mandatory, they are highly recommended as they offer an interactive and practical experience on the most relevant topics of the business world in all its dimensions.

If you are unable to attend a live class, do not worry. All sessions are recorded and available on the virtual campus shortly after they take place, so you can access them at any time that suits you.

Flexible Learning

24/365 Access

Study at your own pace with our flexible 24/365 methodology. Whether you are a busy professional or managing other commitments, our programs are designed to fit into your life. You can start and complete your studies at your convenience, ensuring a stress-free and adaptable learning experience.

Self-Assessment and Practical Assignments

Evaluation is done through the presentation of final assignments per subject, following self-assessments that help you measure your progress. Our flexible approach allows you to follow the order of subjects that best suits your time and needs.

Calendar

All our Masters, Management Development Programs and Advanced Courses have a flexible start date, i.e. they begin when you wish and inform us. The duration of each of them will depend on the number of credits, ranging from 1 month for the Higher Education Courses, 5 months for the Executive Courses, 9 months for the Masters, 12 months for the Double Masters and 14 months for the Global MBA.

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Thanks to our
7/24
Method

we will answer all your questions and doubts every day of the year through the Virtual Campus.



What we offer:

- Welcome sessions
- Live classes from Monday to Thursday in our NUBI metaverse with active professionals
- Academic Q&A with our Secretary team in the metaverse
- Possibility of internships in companies
- Partnerships with other schools and businesses
- Registration in our job bank
- Networking opportunities and access to the ENEB Community
- Student card



Class President

As part of ENEB's commitment and excellence to students around the world, all programs have Class Presidents who not only are primary guides and supporters within the institution, but also key figures in fostering a robust networking network designed to expand your professional and academic opportunities.

All students are invited to connect with them to stay abreast of the latest developments and opportunities in our academic community. These leaders will offer you valuable resources and strategic advice to maximize your potential for employability and academic success.

Connect, collaborate and grow with us!



Saqib Achakzai

MBA

Senior Manager at Deloitte in London, he is a chartered accountant with more than fifteen years of experience in financial services. His experience includes business transformation, regulatory compliance and financial audits for clients in the UK, US and Middle East.



Richard Overton

MBA + Master in Project Management

Chief Engineer with over 29 years of manufacturing and business management experience. Specialized in operational efficiency, safety standards and team leadership. Expert in methodologies such as FMECA, DMAIC, 5S and TPM. Known for driving efficiency and leading goal-focused teams.



Roner Chichirita

MBA + Master in Big Data and Business Intelligence

A nurse from the Philippines working in a major German hospital, he is pursuing an MBA and a master's degree in Big Data and Business Intelligence at ENEB. His goal as Class President is to improve his leadership skills and help students. In addition, he works as a tax advisor for the Filipino community in Hamburg and enjoys building IKEA furniture and creating websites as a hobby.



Steven Poole

MBA + Master in Logistics

Steven Poole is a recognized leader in the Australian rail industry with more than 20 years of experience. He is currently a principal investigator at Australia's largest rail operator, where he has achieved notable reductions in workplace safety incidents and injuries, as well as significant improvements in staff performance and management.



Samir Bouazzi

MBA + Master in Team Management

An experienced IT, sales and business development professional, he holds a degree in Computer Science from Tunisia. He has managed projects on all continents and currently works as a Section Supervisor at Darwish Holding in Qatar, driving sales growth and fostering team excellence. His commitment to customer satisfaction, innovative strategies and team development make him a valuable professional to be Class President.



What do we expect from students

Success is the result of constant effort. There are no shortcuts to excellence. Dedicate yourself fully to each task and project, and the results will speak for themselves.



-  Active Participation
-  Visible Presence
-  Maximize Opportunities
-  Perseverance
-  Community Creation
-  Active Networking
-  Exemplary Leadership
-  Constant Effort

"I couldn't be happier with my studies at ENEB. The online platform includes current content applicable to real-life scenarios, and the quality of the master's degree exceeded all my expectations."



"I'm impressed with the professionalism and dedication of the entire team of the school. From faculty members to administrative staff, every interaction and aspect of my experience has been excellent."

Certifications

Here is an example of the certificates by ENEB and the University Isabel I that may be issued depending on your program of study.



Certificate of completion



Internship program

ENEB Business School is recognised by the most prestigious companies in different sectors. Its training programs, adapted to the current reality of the labour market, will allow you to get on perfectly in any company or organization and to develop a promising career. To make that possible, the school has an agreement with renowned business firms and an employment program where students can access more than 14,000 national and international job offers.

In its pursuit to promote the labour insertion of the students, ENEB Business School, among its free services, offers the possibility of undertaking internships in companies as a complement to their training plan. The objective of this internship, established through a Private Collaboration Agreement between the school and the company, is to allow training in work centres that reproduce the usual conditions of the business environment as part of their training plan.

We provide effective solutions to the growing training needs requested by companies for their future employees. We have an avant-garde research department to update and adapt new trends to the current market as well as a networking space for the meeting of students, managers, professionals, academic experts and entrepreneurs who want to exchange experiences and opinions. Below are some of the companies and organizations where our internships take place:



International character

In addition, all the students focused on international business, business sciences, management, business administration and management, can apply for an international internship through our partners Worldwide Internships and Pic-Management in the United States, Mexico, Dominican Republic, Spain, France, Thailand, China, Malaysia, United Arab Emirates and New Zealand, among others.




Job Opportunities

ENEB Business School is recognized by the most prestigious companies in different sectors. Its training programs, adapted to the current reality of the working world, allow students to grow professionally and climb their career ladder in any company.

To make this possible, ENEB Business School has an agreement with major business firms and employment exchanges with more than 14,000 offers available to its students within the business environment. Registration is optional, and we maintain the strictest confidentiality according to the Personal Data Protection Law in compliance with the European Regulation of Data Protection RGPD 2016/679 and RD of development 1720/2007.

Our team will advise our students on the adaptation of their curriculum and cover letters to ensure their employability in selection processes.



Scholarships and grants

ENEB has limited places available for each of the scholarships aimed at all Master's Degree and Management Development Program students who meet the following requirements:

Direct Scholarship: Without requirements or limitations in each enrollment period. Get your Direct Scholarship now without administrative procedures.

Scholarship for Academic Excellence: Intended for those students whose academic and professional qualifications have a profile of excellence.

Entrepreneurial Talent Scholarship: Designed for all those entrepreneurs who wish to study a Master's or Postgraduate degree in order to apply it to their professional career.

Women and Equality Scholarship: Designed for female candidates who want to grow professionally and achieve the highest level of education. In ENEB, we are committed to gender equality and we encourage woman's integration into the workforce..

Management Scholarship: Intended for all those professionals whose roles of responsibility requires them to continually grow and evolve..

Corporate Scholarship: Intended for all those professionals who want to boost their career and opt for higher positions.

Scholarship for self-employed professionals: Intended for self-employed professional who wish to pursue a Master's or Postgraduate degree to gain an in-depth knowledge of their sector or to acquire the necessary skills to grow their business.

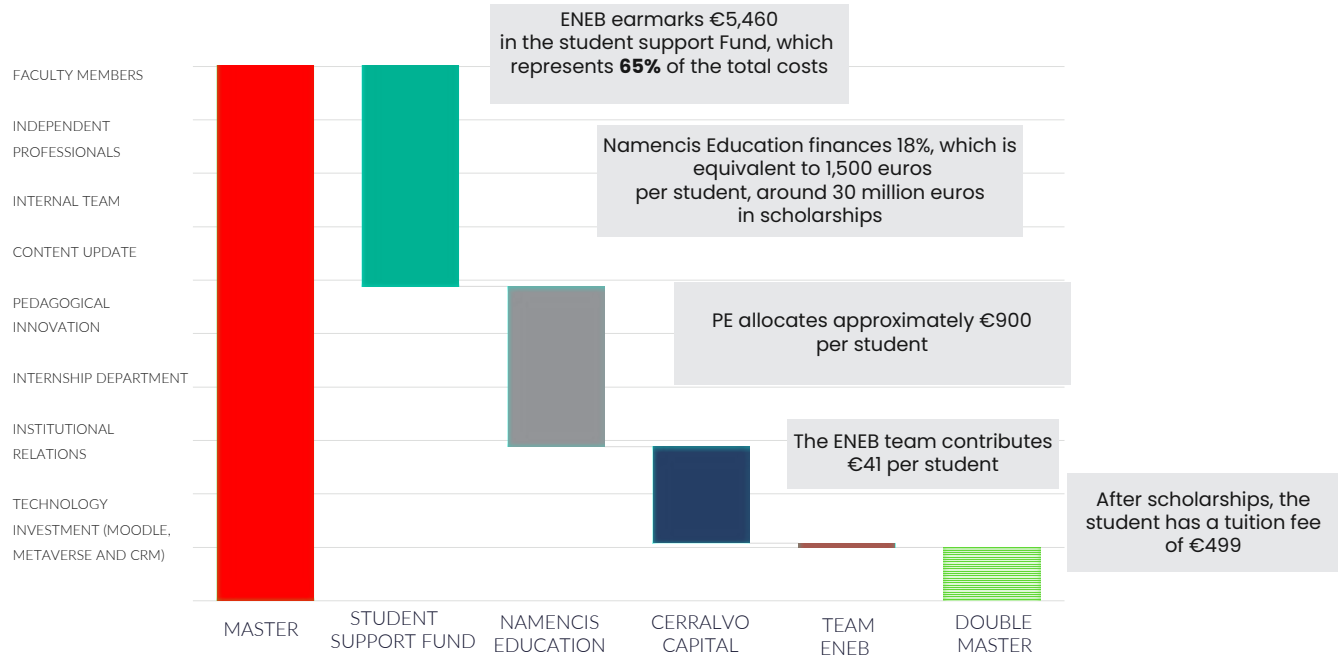
SMEs Scholarship: Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

Scholarship for the unemployed: Intended for all those who wish to pursue further studies in order to re-enter the job market.

Geographical Mobility Scholarship: Intended for all applicants who wish to study from anywhere in the world and thus, acquire a global view of the business world.

We are committed to making education accessible to everyone

At ENEB, we are dedicated to democratizing education through exceptional affordability and quality. Our commitment drives us to invest in creating opportunities for every student to thrive and excel, regardless of financial constraints.



“ENEB not only offered me the chance to complete my master’s degree at an unbeatable price but also provided the flexibility I needed to achieve my goals. This experience has truly transformed my life, opening doors to new opportunities and shaping my future in profound ways.”

“I found everything I needed at ENEB: quality content in a format that allowed me to balance work, personal life and study, and at a price I could afford.”





EXECUTIVE COURSE IN ECOMMERCE

INTRODUCTION

The Executive Course in Ecommerce is an executive training program designed to provide skills and knowledge in e-commerce and digital marketing. This program is aimed at entrepreneurs, small and medium business owners, digital marketing professionals, technology professionals, marketing and sales directors, managers and team leaders looking to acquire e-commerce skills.

Choose to train at ENEB, one of the most prominent distance business schools in Europe, allowing you to train at the highest level from anywhere, with daily support from all professors and tutors.

TWO DIPLOMAS

Upon completion of your studies, you will receive two diplomas issued by the European Business School of Barcelona, endorsed and certified by the University of Isabel I:

- Executive Course in Ecommerce
- Business Spanish Program Certificate

All our training programs come with an optional Business Spanish course, which will enable you to navigate an international work environment. If you choose not to take it, you will receive a single certificate.

WHO IS IT FOR?

The Executive Course in Ecommerce is aimed at:

- Entrepreneurs and owners of small and medium-sized businesses looking to develop or improve their e-commerce strategies.
- Digital marketing professionals who want to specialize in ecommerce.
- Technology professionals looking to acquire ecommerce skills and better understand the necessary technology requirements.
- Marketing and sales managers who want to improve their ability to lead and manage ecommerce projects.
- Managers and team leaders who want to acquire ecommerce skills to develop and manage projects related to online sales.

OBJECTIVES

The curriculum of the Executive Course in Ecommerce aims to equip students with the following knowledge and skills:

- Develop skills and knowledge to understand the e-commerce ecosystem and its business opportunities.
- Acquire specific knowledge in the field of digital marketing and e-commerce for strategic and operational decision making.
- Understand the different technologies used in e-commerce, such as e-commerce platforms, web analytics tools and marketing automation.

- Develop skills for managing e-commerce projects and teams specialized in this area.
- Know and apply best practices in logistics, delivery and customer service in e-commerce.
- Understand the impact of new trends and emerging technologies in e-commerce, and their application to develop innovative and effective strategies.

CAREER OPPORTUNITIES

- **Ecommerce manager:** the Executive Course in Ecommerce graduate can assume the role of ecommerce manager in companies that sell products online.
- **Digital marketing and ecommerce specialist:** Executive Course in Ecommerce graduates can work as digital marketing and ecommerce specialists, advising and assisting companies in developing and implementing effective digital marketing and ecommerce strategies.
- **Ecommerce consultant:** graduates of the Executive Course in Ecommerce can work as ecommerce consultants, advising companies in defining ecommerce strategies, identifying opportunities and challenges, and proposing effective solutions.

ADMISSION

To be eligible for any of our Executive Courses, applicants must meet the following requirements:

- Hold a degree in any field (Bachelor's, Architecture, Higher or Technical Engineering, Licentiate, Diploma, or equivalent).
- University students currently pursuing a degree or equivalent higher education studies.
- Professionals with career prospects in their current positions.
- If you do not meet any of the above conditions, please contact the school, and the admissions department will evaluate your specific case.

YOUR EXECUTIVE COURSE INCLUDES:

- Executive Course in Ecommerce
- Business Spanish Program Certificate
- Access to the entire syllabus from day one
- Registration in our job bank
- Possibility of internships in companies
- Tutorials from Monday to Sunday
- 7" tablet as a gift

SECTION 1: MARKETING

- Topic 1. New role of the consumer
- Topic 2. The brand
- Topic 3. The ideal customer
- Topic 4. The customer journey
- Topic 5. Types of marketing

SECTION 2: MARKETING STRATEGY

- Topic 1. Marketing strategy
- Topic 2. The key to marketing
- Topic 3. Market analysis
- Topic 4. Advanced marketing strategy
- Topic 5. Action plan
- Topic 6. Marketing channels
- Topic 7. Target price

SECTION 3: WEB POSITIONING

- Topic 1. How to attract customers
- Topic 2. SEO: Organic Optimization
- Topic 3. SEM: Payment optimization
- Topic 4. Automating sales
- Topic 5. Growth hacking
- Topic 6. Marketing automation
- Topic 7. Psychology in marketing

SECTION 4: MARKETING ANALYTICS

- Topic 1. How to optimize your website
- Topic 2. Web traffic management
- Topic 3. Affiliate marketing and its measurement
- Topic 4. Google Data Studio

SECTION 5: E-COMMERCE

- Topic 1. Online sales
- Topic 2. Web store
- Topic 3. Mobile applications
- Topic 4. From interested lead to buyer
- Topic 5. Web analytics
- Topic 6. User experience
- Topic 7. Digital campaigns
- Topic 8. Mobile payment
- Topic 9. Landing page

A JOURNEY THROUGH THE SYLLABUS

SECTION 1: MARKETING

This section covers the fundamental concepts of marketing, focusing on the evolving role of the consumer, brand development, identifying the ideal customer, understanding the customer journey, and different types of marketing.

Topic 1: New Role of the Consumer

New Role of the Consumer explores how consumer behavior has changed in the digital age. Students will learn about the impact of technology on consumer expectations, the shift towards personalized experiences, and strategies for engaging today's digital-savvy customers.

Topic 2: The Brand

The Brand examines the importance of brand identity and positioning in the digital marketplace. Students will learn about brand development, techniques for building brand equity, and methods for maintaining brand consistency across various digital channels.

Topic 3: The Ideal Customer

The Ideal Customer focuses on identifying and understanding target audiences. Students will learn about creating customer personas, techniques for segmenting the market, and methods for tailoring marketing efforts to meet the needs and preferences of different customer groups.

Topic 4: The Customer Journey

The Customer Journey explores the various stages of the customer experience, from awareness to post-purchase. Students will learn about mapping the customer journey, identifying touchpoints, and strategies for optimizing each stage to enhance customer satisfaction and loyalty.

Topic 5: Types of Marketing

Types of Marketing examines the different approaches to marketing in the digital age. Students will learn about content marketing, social media marketing, influencer marketing, and other strategies for reaching and engaging customers online.

SECTION 2: MARKETING STRATEGY

This section delves into the principles and practices of developing effective marketing strategies, including market analysis, advanced strategy development, action planning, and selecting marketing channels.

Topic 1: Marketing Strategy

Marketing Strategy covers the foundational concepts of creating a marketing strategy. Students will learn about setting marketing objectives, aligning marketing efforts with business goals, and techniques for developing a cohesive marketing plan.

Topic 2: The Key to Marketing

The Key to Marketing explores the essential elements of successful marketing campaigns. Students will learn about understanding customer needs, delivering value propositions, and techniques for creating compelling marketing messages.

Topic 3: Market Analysis

Market Analysis examines the tools and techniques for analyzing the market environment. Students will learn about conducting competitor analysis, identifying market trends, and using data to inform marketing decisions.

Topic 4: Advanced Marketing Strategy

Advanced Marketing Strategy delves deeper into complex marketing strategies. Students will learn about integrated marketing communications, multi-channel marketing, and techniques for managing large-scale marketing campaigns.

Topic 5: Action Plan

Action Plan covers the process of translating marketing strategies into actionable plans. Students will learn about setting priorities, allocating resources, and techniques for implementing and monitoring marketing activities.

Topic 6: Marketing Channels

Marketing Channels examines the various channels available for reaching customers. Students will learn about selecting the right mix of channels, optimizing channel performance, and strategies for integrating online and offline marketing efforts.

Topic 7: Target Price

Target Price focuses on pricing strategies in marketing. Students will learn about pricing models, techniques for setting competitive prices, and methods for adjusting pricing strategies based on market conditions and customer feedback.

SECTION 3: WEB POSITIONING

This section covers the principles and practices of web positioning, including attracting customers, search engine optimization (SEO), search engine marketing (SEM), automating sales, growth hacking, marketing automation, and the psychology of marketing.

Topic 1: How to Attract Customers

How to Attract Customers explores strategies for drawing potential customers to your website. Students will learn about inbound marketing techniques, content creation, and methods for increasing website traffic.

Topic 2: SEO: Organic Optimization

SEO: Organic Optimization covers the fundamentals of search engine optimization. Students will learn about keyword research, on-page and off-page SEO techniques, and methods for improving website visibility in organic search results.

Topic 3: SEM: Payment Optimization

SEM: Payment Optimization examines the principles of search engine marketing. Students will learn about paid search advertising, techniques for managing pay-per-click (PPC) campaigns, and strategies for maximizing return on investment (ROI) from paid search efforts.

Topic 4: Automating Sales

Automating Sales explores the tools and techniques for automating the sales process. Students will learn about customer relationship management (CRM) systems, sales automation software, and methods for streamlining sales workflows.

Topic 5: Growth Hacking

Growth Hacking covers innovative strategies for rapidly growing a customer base. Students will learn about unconventional marketing techniques, data-driven decision-making, and methods for experimenting with and scaling successful growth initiatives.

Topic 6: Marketing Automation

Marketing Automation examines the use of technology to automate marketing tasks. Students will learn about marketing automation platforms, techniques for creating automated workflows, and strategies for personalizing automated marketing efforts.

Topic 7: Psychology in Marketing

Psychology in Marketing explores the principles of consumer psychology. Students will learn about the psychological triggers that influence purchasing decisions, techniques for crafting persuasive messages, and methods for leveraging behavioral insights in marketing strategies.

SECTION 4: MARKETING ANALYTICS

This section focuses on leveraging analytics to optimize marketing efforts, including website optimization, web traffic management, affiliate marketing, and using tools like Google Data Studio.

Topic 1: How to Optimize Your Website

How to Optimize Your Website explores techniques for improving website performance. Students will learn about website usability, techniques for enhancing user experience, and methods for optimizing website content and structure.

Topic 2: Web Traffic Management

Web Traffic Management covers strategies for managing and increasing web traffic. Students will learn about analyzing traffic sources, techniques for driving targeted traffic, and methods for measuring and improving traffic quality.

Topic 3: Affiliate Marketing and Its Measurement

Affiliate Marketing and Its Measurement examines the principles of affiliate marketing. Students will learn about building and managing affiliate programs, techniques for recruiting and incentivizing affiliates, and methods for tracking and measuring affiliate performance.

Topic 4: Google Data Studio

Google Data Studio covers the use of Google Data Studio for marketing analytics. Students will learn about creating and customizing dashboards, techniques for visualizing marketing data, and methods for using data insights to inform marketing strategies.

SECTION 5: E-COMMERCE

This section delves into the principles and practices of e-commerce, including online sales, web store management, mobile applications, converting leads to buyers, web analytics, user experience, digital campaigns, mobile payments, and landing page optimization.

Topic 1: Online Sales

Online Sales explores the fundamentals of selling products and services online. Students will learn about e-commerce platforms, techniques for setting up and managing online stores, and strategies for maximizing online sales.

Topic 2: Web Store

Web Store covers the principles of designing and managing an effective web store. Students will learn about user-friendly design, techniques for optimizing product listings, and methods for ensuring a seamless shopping experience.

Topic 3: Mobile Applications

Mobile Applications examine the role of mobile apps in e-commerce. Students will learn about developing and deploying mobile apps, techniques for enhancing mobile user experience, and strategies for leveraging mobile apps to drive sales.

Topic 4: From Interested Lead to Buyer

From Interested Lead to Buyer explores the process of converting leads into customers. Students will learn about lead generation techniques, sales funnels, and methods for nurturing and converting leads.

Topic 5: Web Analytics

Web Analytics covers the principles of analyzing web data to improve e-commerce performance. Students will learn about tracking key performance indicators (KPIs), techniques for analyzing user behavior, and methods for using analytics to inform business decisions.

Topic 6: User Experience

User Experience examines the importance of providing a positive user experience in e-commerce. Students will learn about usability testing, techniques for enhancing website design, and methods for ensuring a smooth and enjoyable shopping experience.

Topic 7: Digital Campaigns

Digital Campaigns cover the principles of planning and executing digital marketing campaigns. Students will learn about campaign strategy, techniques for creating compelling digital ads, and methods for measuring and optimizing campaign performance.

Topic 8: Mobile Payment

Mobile Payment explores the various mobile payment solutions available in e-commerce. Students will learn about mobile payment technologies, techniques for integrating mobile payments, and methods for ensuring secure and convenient transactions.

Topic 9: Landing Page

Landing Page covers the principles of designing and optimizing landing pages. Students will learn about the key elements of effective landing pages, techniques for increasing conversion rates, and methods for testing and refining landing page performance.