

# Postgraduate Certificate e-Commerce Creation and Management





## Postgraduate Certificate e-Commerce Creation and Management

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/engineering/postgraduate-certificate/e-commerce-creation-management](http://www.techtute.com/us/engineering/postgraduate-certificate/e-commerce-creation-management)

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01

# Introduction

The Internet is a key sales channel for a range of businesses. The digital environment has no geographical barriers, and its reach is much greater, so it is a great opportunity for those individuals and companies who want to establish an online store and increase their profits. However, a problem often arises: Experts are needed who know how to set up the digital store and who know how to effectively market the business on the Internet. Currently, there is a shortage of professionals with expertise in this area. This educational program resolves this problem so that students can offer services related to the creation and management of e-commerce and improve their employment prospects.







“

*Help your customers set up their digital store with this comprehensive educational program”*

Nowadays, the digital environment is essential for the proper functioning and sustainability of companies in different sectors thanks to its greater geographic reach compared to the traditional physical store. Users from all over the world can use a digital store, so sales can increase significantly if marketing is done correctly, and the online store is designed properly.

Thus, more and more companies are deciding to set up a digital store. However, setting up an online business and designing the right marketing plan for that business is not easy. Qualified professionals are required to address all the concerns and difficulties that may arise.

The Postgraduate Certificate in E-Commerce Creation and Management seeks to meet this demand. This program offers essential tools and knowledge to perform the above tasks, so that upon completion, students become experts who can provide a series of services that add value for potential clients.

Thus, thanks to the excellent teaching and program design delivered by an expert faculty experienced in the management of digital stores, students will acquire a series of fundamental skills for web development and e-commerce.

This **Postgraduate Certificate in e-Commerce Creation and Management** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- ◆ The examination of case studies presented by experts in e-Commerce Creation and Management
- ◆ Different tools applicable to e-commerce that address all types of challenges and issues that arise in the process of creating and setting up a digital store
- ◆ Theoretical and practical contents, which can be applied in the workplace
- ◆ Practical exercises where self-assessment can be carried out to improve learning
- ◆ Access to discussion forums and resolution of queries by the teaching staff
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*E-commerce is the future: help your customers upgrade and increase their sales"*

“

*Everyone wants to have an online store, but not everyone knows how to create and exploit one: you could be the one to help them thanks to this Postgraduate Certificate”*

The teaching staff includes professionals from the sector who contribute their professional experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Build expertise in e-commerce and provide an essential service for your clients' businesses.*

*Surely you, like many others, have shopped on the Internet recently: e-commerce is the future.*



# 02

# Objectives

The objective of this Postgraduate Certificate is to offer professionals indispensable tools so that they can design and manage an online store that meets the demands of their customers or employers, and open up new employment opportunities in this highly sought-after and cutting-edge field. The following is a breakdown of the general and specific objectives of this program to provide students with more detailed information:







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*Your customers' goal is to increase their sales:  
your goal should be to provide them with the  
best tools to achieve this"*

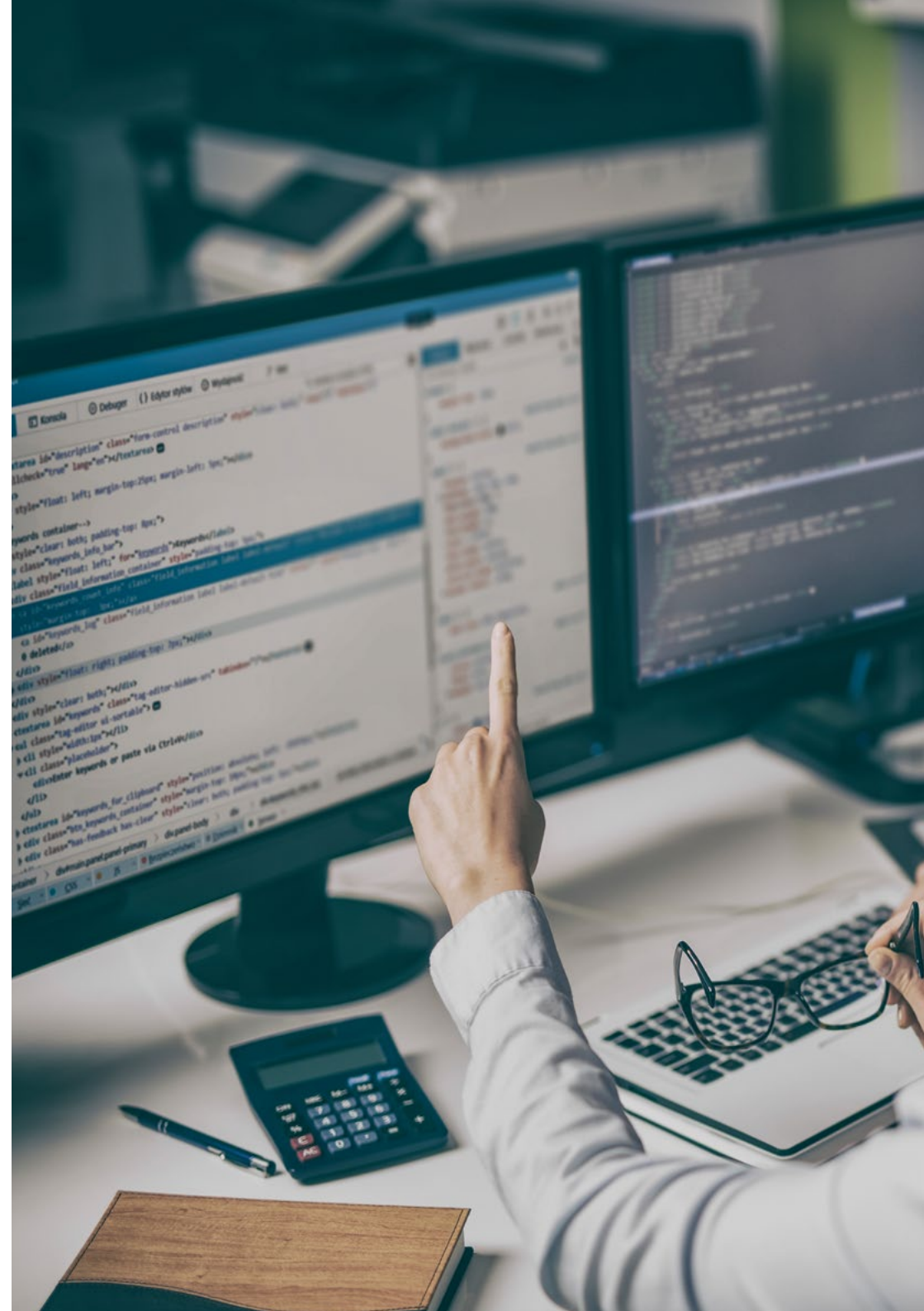


## General Objectives

- ◆ Develop expertise on how to create an e-commerce business from scratch
- ◆ Analyze databases and programming structures
- ◆ Develop a complete e-commerce store
- ◆ Examine successful marketing strategies
- ◆ Determine how to conduct promotional campaigns
- ◆ Perform analysis and metrics compressions



*Your goals are within reach: enroll and advance professionally thanks to this Postgraduate Certificate"*





## Specific Objectives

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- ◆ Develop the structure for the creation of an e-commerce store
- ◆ Assess the professional e-commerce market
- ◆ Analyze the different options that exist to develop an e-commerce business
- ◆ Set up an online store using the different CMSs currently available on the online market
- ◆ Analyze the logistic and functional system as well as virtual payment systems
- ◆ Implement a comprehensive marketing strategy and roadmap
- ◆ Develop online promotions and create traffic to the store
- ◆ Manage sales and customers
- ◆ Seek full search engine optimization
- ◆ Build a complete store from the ground up to the first sales



03

# Course Management

This Postgraduate Diploma is taught by experts in the digital environment, web development and e-commerce, so that students who enroll build a broad base of knowledge which extends to other areas of the Internet, which they can apply in the specific area of e-commerce or more generally, expanding their sphere of action and offering more solutions to customers.





“

*The best professionals are waiting to share their best e-commerce tips with you"*



## Management



### Mr. Gris Ramos, Alejandro

- ◆ Director of Persatrace, web development and digital marketing agency
- ◆ Director of Club de Talentos
- ◆ Computer Engineer UNED
- ◆ Master's Degree in Digital Teaching and Learning Tech Education
- ◆ Master's Degree in High Abilities and Inclusive Education
- ◆ Business Development Director at Alenda Golf
- ◆ Director of Web Applications Engineering Department at Brilogic
- ◆ Web programmer at Grupo Ibergest
- ◆ Software/web programmer at Reebok Spain

## Professors

### Mr. Méndez Martínez, Brandon

- ◆ Specialist in Web Services and Applications Development from the University of Alicante
- ◆ Web design and development - HIADIS Graduated in Multimedia Engineering, University of Alicante
- ◆ Natural Language Processing (NLP) - GPLSI (University of Alicante)
- ◆ Master's Degree in Web Services and Applications Development by the University of Alicante
- ◆ "Analysis of gamification techniques to learn complex subjects through collaborative applications" - Bulletin of the Technical Committee on Learning Technology
- ◆ "Gramma: a web application for learning and generating creative language" - INTED Proceedings
- ◆ Research in Human Language Technologies (TLH) - GPLSI (University of Alicante)

### Mr. Vicente Miralles, David

- ◆ (CSO) Head of Expansion Strategies at 'ICU Medical Technologies'
- ◆ (CEO) Executive Director / Co-Founder at 'CE Informática'
- ◆ Professor / Trainer in private entities
- ◆ Postgraduate Certificate in Technical Computer Engineering from Miguel Hernández University of Elche
- ◆ Development Engineer at 'Computer Elche' (COO)
- ◆ (COO) Operations Manager at 'VinoTrade'

**Mr. Del Moral García, Francisco José**

- ◆ Security Analyst at Page Group
- ◆ Degree in Telecommunication Technologies Engineering, University of Granada Specialty: Telecommunication Systems
- ◆ Master's Degree in IT Security, International University of La Rioja
- ◆ Roca Sanitario (Cyber Security Analyst)
- ◆ Allianz Technology (Information Security Analyst)
- ◆ Clover Technologies (IT Security Airbus Defense and Space)
- ◆ EVERIS (Solutions Assistant)

**Mr. Boix Tremiño, Jorge**

- ◆ Founder of HostingTG, professional web hosting services company
- ◆ Founder of GrupoTG, a digital marketing and web design services company
- ◆ Co-Founder of TiendaWebOnline, a Digital Dropshipping business creation company
- ◆ Nortempo, trainer in the field of programming and marketing strategies
- ◆ Intergon2000, Graphic designer
- ◆ Ibertex, Graphic designer
- ◆ Xion Animation, information technology project manager
- ◆ Kingest, Sales and marketing director
- ◆ Computer Engineer at UNED.
- ◆ Award for Business Excellence from the Institute for Professional Excellence in 2019
- ◆ European Medal of Merit in the Workplace for Professional Career Achievement from the European Association for Economics and Competitiveness
- ◆ Gold Star for Professional Excellence from the Institute for Professional Excellence in 2016

**Mr. Alfaro, José**

- ◆ Team Leader at DisneyLand Paris
- ◆ Journalism Graduate
- ◆ Course in Project Management Methodologies

**Mr. Herrero García, Diego**

- ◆ Computer Applications Analyst, Manager and Developer
- ◆ Industrial Technical Engineer, University of La Rioja
- ◆ Industrial Engineer, University of La Rioja
- ◆ Postgraduate Diploma in Innovation Management, University of La Rioja




*Take this opportunity to learn about the latest advances in this area in order to apply them to your daily practice"*

# 04

## Structure and Content

The program content has been designed by the best experts, in line with the current market demand for a range of tools and solutions related to e-commerce and websites. Therefore, this Postgraduate Certificate offers broad and in-depth content, which covers a wide range of cutting-edge topics, structured by specialists who are acutely aware of the latest developments in web development, online sales and e-commerce.



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    }  
    return true;  
}
```

Research

Design

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*The most up-to-date content, so that you are aware of the latest developments when creating and managing online stores”*

## Module 1. e-Commerce Creation and Management

- 1.1. e-Commerce Development
  - 1.1.1. Functions
  - 1.1.2. Advanced Functions
  - 1.1.3. Management
    - 1.1.3.1. Payment Systems
    - 1.1.3.2. Customer Management
    - 1.1.3.3. Order Management
  - 1.1.4. Own Product/ Dropshipping
- 1.2. Database Programming and Structure
  - 1.2.1. Selecting Development Environment
  - 1.2.2. Web Structure for e-Commerce
  - 1.2.3. Database Structure
- 1.3. e-Commerce Design
  - 1.3.1. Main Screen
  - 1.3.2. Login and Register Areas
  - 1.3.3. Product Screen Structure
  - 1.3.4. Internal Pages about Shipping, Terms and Conditions, Legal Notices, etc.
- 1.4. In-house Development vs. CMS (Content Management System)
  - 1.4.1. Advantages and Disadvantages of Using CMS
  - 1.4.2. Selecting CMS According to Development Types
  - 1.4.3. Self-installation or Online Cloud
    - 1.4.3.1. Wordpress + Woocommerce
    - 1.4.3.2. Prestashop
    - 1.4.3.3. Magento
    - 1.4.3.4. Shopify
- 1.5. Installing and Configuring the Work Environment
  - 1.5.1. Hosting and Domain
    - 1.5.1.1. SSL Activation and PHP Configuration
  - 1.5.2. Installing CMS
    - 1.5.2.1. Wordpress + Woocommerce Installation
    - 1.5.2.2. Prestashop Installation
    - 1.5.2.3. Magento Installation
  - 1.5.3. Configuring and Launching CMS
    - 1.5.3.1. Configuring and Launching Wordpress + Woocommerce
    - 1.5.3.2. Configuring and Launching Prestashop
    - 1.5.3.3. Configuring and Launching Magento
  - 1.5.4. Selecting a Definitive Work Environment
- 1.6. UX (User eXperience)
  - 1.6.1. Design
  - 1.6.2. Functionality vs. Design
  - 1.6.3. Final Customer Optimization
  - 1.6.4. Visibility of Priority Parts
- 1.7. SEO (Search Engines)
  - 1.7.1. Keyword Search for Our Store
  - 1.7.2. Optimizing Pages, Meta Labels, Titles and Others
  - 1.7.3. Optimized Content
  - 1.7.4. Backlinks, Press Releases and Reviews
  - 1.7.5. Social Networks and Marketing
    - 1.7.5.1. Creating Promotions
    - 1.7.5.2. Optimizing Promotions and Buyer Profile
- 1.8. Payment and Logistics Systems
  - 1.8.1. Configuring Virtual and Physical Payment Systems
    - 1.8.1.1. PayPal
    - 1.8.1.2. Stripe
    - 1.8.1.3. Cash on Delivery
    - 1.8.1.4. POS Banking
    - 1.8.1.5. Instalment Payment Systems
  - 1.8.2. Logistics
    - 1.8.2.1. Optimizing Shipment Channels
    - 1.8.2.2. Optimized Shipment Selector Configuration
  - 1.8.3. Delivery Automation



- 1.9. Marketing and Advertising
  - 1.9.1. Competitive Analysis
  - 1.9.2. Work Tools
    - 1.9.2.1. Analysis Tools
    - 1.9.2.2. Design Tools
    - 1.9.2.3. SEO Tools
    - 1.9.2.4. Optimization Tools
  - 1.9.3. Installing Tracking Pixels for Advanced Segmentation
  - 1.9.4. Creating Promotions
    - 1.9.4.1. Facebook Ads
    - 1.9.4.2. Twitter, TikTok, Pinterest and Other Massive Networks
    - 1.9.4.3. Google Ads
    - 1.9.4.4. Ad Optimization
- 1.10. Analysis, Data Measuring and Results
  - 1.10.1. Measuring Traffic
  - 1.10.2. Search Engine Analysis
  - 1.10.3. Sources and Sales Percentages
  - 1.10.4. Creating Promotional Landing Pages
  - 1.10.5. Selling on Marketplace
    - 1.10.5.1. Amazon
    - 1.10.5.2. eBay
  - 1.10.6. Problem Solving



*The best content enabling you to be the best e-commerce creator around"*



05

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







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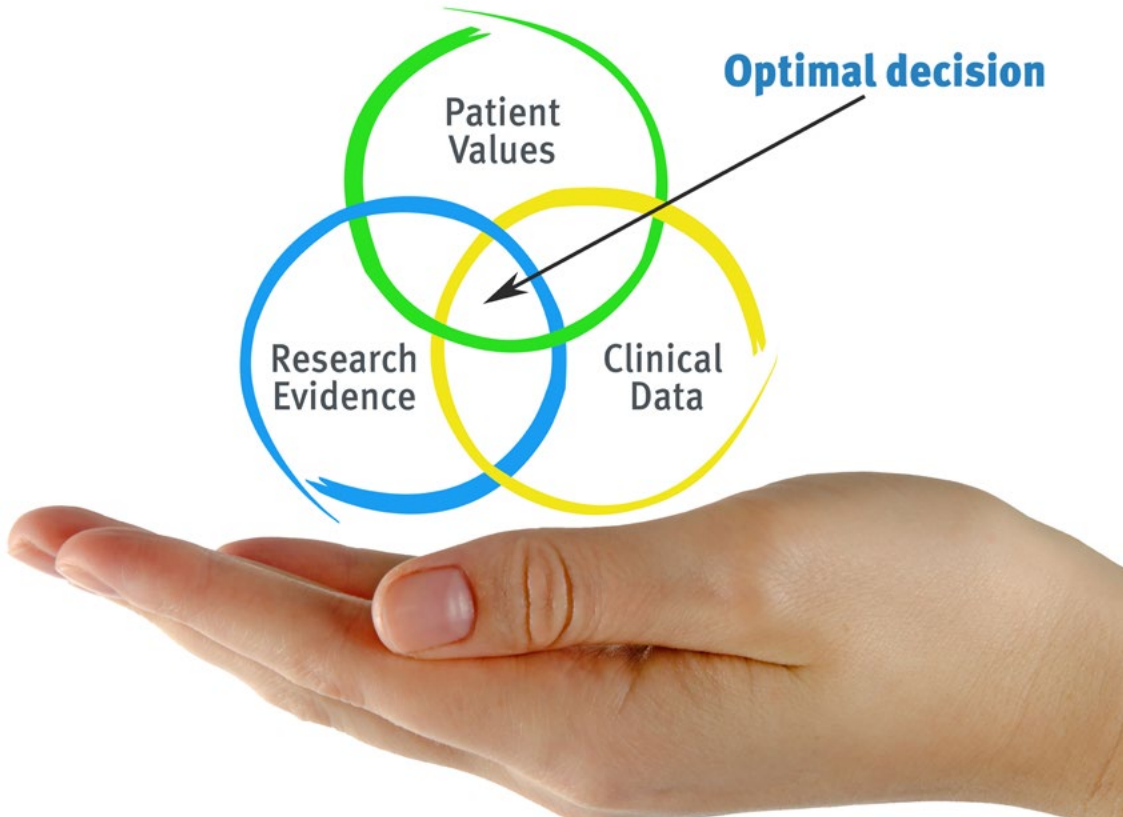
*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

### At TECH we use the Case Method

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.



*At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world"*



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*



## A learning method that is different and innovative

This intensive Engineering program at TECH Technological University prepares you to face all the challenges in this field, both nationally and internationally. We are committed to promoting your personal and professional growth, the best way to strive for success, that is why at TECH Technological University you will use Harvard *case studies*, with which we have a strategic agreement that allows us, to offer you material from the best university in the world.



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

*The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*

The case method is the most widely used learning system by the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.



## Relearning Methodology

TECH is the first university in the world to combine Harvard University case studies with a 100% online learning system based on repetition, which combines 8 different didactic elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only university in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



#### Classes

There is scientific evidence suggesting that observing third-party experts can be useful. Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



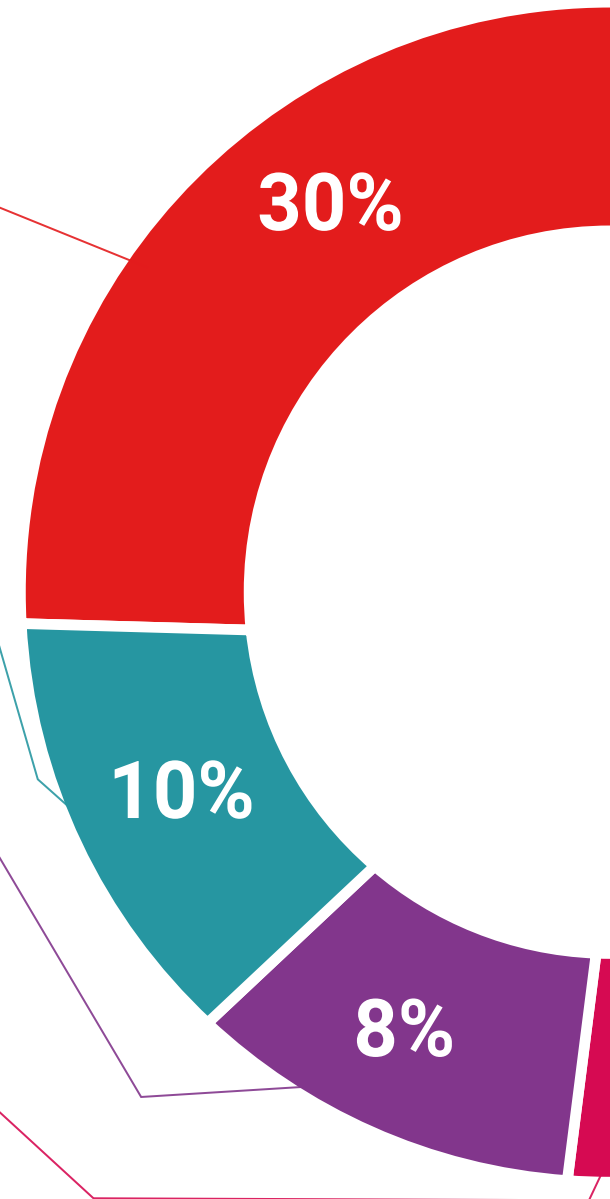
#### Practising Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



#### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





**Case Studies**

They will complete a selection of the best case studies in the field used at Harvard. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



**Interactive Summaries**

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive multimedia content presentation training Exclusive system was awarded by Microsoft as a "European Success Story".



**Testing & Retesting**

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises: so that they can see how they are achieving your goals.





06

# Certificate

The Postgraduate Certificate in e-Commerce Creation and Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





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*Successfully complete this program and receive your Postgraduate Certificate without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in e-Commerce Creation and Management** contains the most complete and up to date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in e-Commerce Creation and Management**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



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