

COURSE SYLLABUS

Course Code **SELL02**
Course Title **Selling Online ... With or Without a Website (Full Day)**

Duration 7 hours contact time
 (One session is 7 hours)

Qualification media mount certificate of achievement

Training Level Basic/Intermediate

Prerequisites Ability to use the Internet



Summary This course will enable the learner to discover how to sell online, either with their own website or on eBay.

Price Price Category B+
 Our full price list is available on request

To enrol on this course or contact media mount for further information visit our website

www.mediamount.co.uk or telephone **(+44)(0)28 9147 2020**

Course Objectives

1. Understand what is required to sell online and different types of websites
2. How to register a domain name and configure it correctly
3. How to register on eBay and Paypal
4. Utilise online directories to sell effectively
5. Analysing statistics for more effective selling

Topics

Module Application	Outline
Website Package Options	<ul style="list-style-type: none"> • Brochure • E-commerce/e-business • Static vs dynamic
Register a Domain Name	<ul style="list-style-type: none"> • Who to use • .com/.co.uk/.ie/.eu – which extension? • Tips and rules • Free forwarding and holding page
Accepting Payment	<ul style="list-style-type: none"> • Online vs. offline • PayPal • Worldpay, Secpay
eBay	<ul style="list-style-type: none"> • Full overview including registration • Auctions and stores • Buy it now options • Fees • Process of auction – from photo to feedback • Turbo Lister and Selling Manager
Questions for the Web Designer	<ul style="list-style-type: none"> • Break down of quote • Template/theme design • Page links • Shopping cart system • Hosting • Search engine optimisation and marketing • Updating/Content Management Systems
Froogle	<ul style="list-style-type: none"> • Overview • Signing up • Creating feeds
Google Analytics	<ul style="list-style-type: none"> • Overview • Signing up • Understanding statistics

Features

Hand-outs will be made available via the Internet and paper hard copy. Extra out-of-contact time support can be given (see prices/rates section).

To enrol on this course or contact media mount for further information visit our website

www.mediamount.co.uk or telephone (+44)(0)28 9147 2020

Page 2 of 2