

E-Commerce - Course Curriculum

BASIC LEVEL

Business models, research and store planning.

Module 1: E-commerce Business Models (4 hours)

Understanding the options before choosing one.

- Retail, dropshipping, private label
- Marketplaces vs own store
- Cost and margin basics
- Choosing a model

Practical task: Compare two models for one product idea.

Module 2: Product & Niche Research (6 hours)

Finding products with real, provable demand.

- Demand signals
- Research tools
- Margin calculations
- Supplier basics

Practical task: Assignment: shortlist three validated products.

Module 3: Competitor Research & Store Planning (5 hours)

Learning from stores that already work.

- Competitor teardown
- Positioning and offer
- Site structure planning
- Brand basics

Practical task: Case study teardown of one competitor store.

INTERMEDIATE LEVEL

Building the store, listings and payment systems.

Module 1: Shopify / WooCommerce Setup (8 hours)

Building a clean, fast, trustworthy storefront.

- Account and theme setup
- Navigation and collections
- Essential apps and plugins
- Policies and trust pages

Practical task: Build a working storefront skeleton.

Module 2: Product Listings & Page Optimisation (6 hours)

Turning visitors into buyers on the product page.

- Product titles and descriptions
- Images and galleries
- Variants and inventory
- Reviews and trust signals

Practical task: Write and publish five optimised listings.

Module 3: Payments & Checkout (5 hours)

Configuring the money side correctly.

- Payment gateways
- Taxes and shipping rules
- Checkout optimisation
- Abandoned cart basics

Practical task: Configure and test a full checkout flow.

ADVANCED LEVEL

Operations, marketing, analytics and store launch.

Module 1: Order Fulfilment & Customer Support (5 hours)

Running the store after the first sale.

- Fulfilment workflows
- Returns and refunds
- Support templates
- Reviews and retention

Practical task: Build a support and fulfilment playbook.

Module 2: Digital Marketing for E-commerce (7 hours)

Bringing qualified traffic to the store.

- Product-led social ads
- Email flows for stores
- Search visibility for products
- Promotions and offers

Practical task: Plan a launch promotion campaign.

Module 3: Analytics & Store Launch Project (9 hours)

Measuring performance and going live.

- Store analytics setup
- Conversion rate review
- Pre-launch checklist
- Launch and review

Practical task: Final project: launch-ready store with analytics and marketing plan.

Have questions about our Training Programs or need more details before getting started?

Our Academy support team is available to provide the right information and guidance for your needs.

Whether you need Fee details, installment plan and other information, or assistance with your requirements, we are here to help.

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