

E-Commerce Mastery Course

Duration: 1.5 Months (6 Weeks)

Classes: 5 Days/Week, 1.5–2 Hours per Class

Mode: Live Online (Zoom / Google Meet)

Batch Size: Max 10 Students

Fee: ₹10,000/- for full course

Module 1: Amazon & Flipkart E-Commerce Fundamentals

Learn how to sell successfully on India's top marketplaces.

Topics Covered:

- Introduction to e-commerce in India
 - Differences between Amazon and Flipkart
 - Types of seller accounts, fees, and policies
 - Setting up your seller account step-by-step
 - Navigating dashboards and understanding seller analytics
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Module 2: Product Research & Listing Optimization

Master product selection and make your listings convert.

Topics Covered:

- Choosing profitable products
 - Product research tools and techniques
 - Writing compelling product titles and descriptions
 - Adding high-quality images and videos
 - SEO for product listings
 - Hands-on: Listing your first product
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Module 3: Inventory, Orders & Customer Management

Manage your products, orders, and customers efficiently.

Topics Covered:

- Inventory management & pricing strategies
- Order fulfillment options: FBA, FBM, Flipkart Advantage
- Processing orders, handling returns & refunds

- Customer service best practices
 - Tracking performance and improving sales
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Module 4: Marketplace Marketing & Ads

Boost sales using marketplace promotion tools.

Topics Covered:

- Running promotions, deals, and seasonal discounts
 - Marketplace advertising: Amazon Ads & Flipkart Ads basics
 - Optimizing listings for better rankings
 - Tips to increase conversions and grow your sales
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Module 5: Shopify Store Basics

Start selling products outside marketplaces.

Topics Covered:

- Introduction to Shopify and benefits over marketplaces
 - Setting up your Shopify store step-by-step
 - Adding products and managing inventory
 - Customizing store design and navigation
 - Payment gateways, shipping, and tax setup
 - Store SEO basics & pre-launch checklist
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Module 6: Digital Marketing for E-Commerce

Learn how to drive traffic and sales using Google and Meta Ads.

Topics Covered:

- Basics of Google Ads and Meta (Facebook & Instagram) Ads
- Setting campaign objectives & budgets
- Keyword research & audience targeting
- Creating your first Google Ads search campaign
- Creating your first Meta Ads campaign for products
- Tracking ad performance and ROI
- Final project: Launch a Shopify product + run a basic ad campaign

Additional Features

- Live Q&A after each class
- Practical assignments & hands-on exercises
- Course materials and templates provided digitally
- Access to WhatsApp/Telegram group for doubts and discussion
- Personalized guidance for each student (max batch size 10)
- Final project showcasing marketplace + Shopify + ads skills

Outcome: By the end of this course, students will be able to:

- Sell confidently on Amazon and Flipkart
- Set up and run a Shopify store
- Run Google & Meta Ads for their products
- Manage inventory, orders, and customer service effectively
- Launch a product with real ads and track results