

## SKILLSFUTURE SERIES FOR TECH ENABLED SERVICES

### CoC e-Business Development & Internet Marketing

#### Course Objective

The course enables participants to harness the power of the Internet and web technologies to create successful online businesses. Participants will learn (1) how to use rapid web development tools to create visually stunning websites and (2) how to perform proper market trending and keyword analysis to implement basic search engine optimization/marketing (SEO/SEM) and social media marketing (SMM). Site maintenance, security, backup and content management strategies will also be taught.

#### Course Content

- Conduct proper keyword research and analysis to ensure business feasibility
- Acquire rapid web development skills to create visually stunning websites and professional e-stores at blazing speed
- Learn effective search engine optimisation (SEO) for the websites/estores to achieve top search engine ranking
- Apply effective internet marketing and outreach/traffic optimisation techniques including search engine marketing (SEM) and social media marketing (SMM)
- Site traffic/data analytics to measure business performance
- Learn how to leverage on important web & e-business resources, tools and outsourcing techniques
- Choose & integrate the right payment gateway and inventory management/logistics
- Learn effective blogging and content marketing strategies

#### Level of Proficiency

Basic

#### Entry Requirement / Course Advisory

This is an introductory course for learners who are new to the subject. No prior knowledge is required.

#### Certification Awarded

Certificate of Competency

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#### Course Details

##### Duration (Hours):

18

##### Training Venue:

ITE College East

10 Simei Avenue Singapore 486047

#### Course Fees (inclusive of GST)

##### Full Fee

- \$ 470.80

##### NETT Fee

(after 70% course fee subsidy)

- \$ 141.24

- For Singapore Citizen & Permanent Resident

##### Mid-Career Enhanced Subsidy scheme

(after 90% course fee subsidy)

- \$ 53.24

- For Singapore Citizen aged 40 & above

##### Workfare Training Support scheme

(after 95% course fee subsidy)

- \$ 31.23

- For Singapore Citizen aged 35 & above, earning \$2000 or less per month