

Course Title	Digital & Marketing (including Shopee, Lazada, amazon, ebay, facebook, youtube, Instagram, google, whatsapp, wechat)			
Type of Training & Duration	- Classroom @ 4 days of workshop - Group Tutorial @ 4 hour per course / modul - Total Contact Hours @ 32 hours (16 hours of face-to-face learning workshop, and 16 hour of tutorial)			
Total Direct/ Indirect Contact Hours	Wk 1 (Modul 1)	Wk 2 (Modul 2)	Wk 3 (Modul 3)	Wk 4 (Modul 4)
	Classroom Workshop Day 1	Classroom Workshop Day 2	Classroom Workshop Day 3	Classroom Workshop Day 4
	8 hours	8 hours	8 hours	8 hours
Level of Certification	Professional Certificate of Digital & Marketing			
Certification Body	Edufly College (Education Flight (M) Academy Sdn Bhd UTM Space			
Course Overview	Kelas SHOPEE DAN LAZADA ini mengandungi 4 modul. Modul 1: Petua & Pantang Larang Dalam Digital Marketing Modul 2: Jom Hias Kedai Digital Marketing Modul 3: Teknik Menembak Tepat di Marketing Modul 4: Rahsia Kejayaan di Digital Marketing - Setiap modul akan berlangsung selama 8 jam. - Setiap modul akan memberi lebih penekanan kepada latihan amali. - Setiap modul mempunyai fungsi tersendiri dan saling berkait. - Peserta digalakkan menyertai kelas mengikut turutan.			
Pre-requisite	SPM and above, or 21 years old above			
Course Objectives	Objektif Kelas: - Asas perniagaan di e-commerce. - Latihan amali untuk menguasai teknik menggunakan sistem DIGITAL MARKETING - Latihan amali untuk membuka kedai shopee dan Lazada dan mengetahui ciri-ciri (basic features) di seller centre.			
Learning Outcomes	At the end of this workshop, participants should be able to - Adapt to the critical business and digital market environment to sustain business relevance, - Embrace the critical business disruption factors to sustain business relevance and operational effectiveness, - Explore the 8 critical ways to adapt into a highly digitised business ecosystem			
Course Content	Please refer to the attached programme framework			

Classroom Workshop Day 1:

Modul 1:

- 1) Asas perniagaan di e-commerce. **(including Shopee, Lazada, amazon, ebay, facebook, youtube, Instagram, google, whatsapp, wechat)**
- 2) Latihan amali untuk menguasai teknik menggunakan sistem SHOPEE dan LAZADA
- 3) Latihan amali untuk membuka kedai shopee dan mengetahui ciri-ciri (basic features) di seller centre.

Group Tutorial @ 4 hour

Classroom Workshop Day 2:

Modul 2:

1. Menguasai pengurusan belian dan jualan.
2. Memahami pengiraan margin keuntungan produk.
3. Latihan amali upload 5 product.

Group Tutorial @ 4 hour

Classroom Workshop Day 3:

Modul 3:

1. Memahami kepentingan kajian pasaran di dalam e-commerce. **(including Shopee, Lazada, amazon, ebay, facebook, youtube, Instagram, google, whatsapp, wechat)**
2. Latihan amali teknik menggunakan search engine & google untuk kajian pasaran.
3. Latihan amali menggunakan maklumat yang diperoleh daripada kajian pasaran untuk kemaskini "title & description"
4. Latihan amali menggunakan ciri-ciri pusat pemasaran di kedai shopee dan lazada

Group Tutorial @ 4 hour

Classroom Workshop Day 4:

Modul 4:

1. Menguasai teknik rahsia Digital Marketing.
2. Latihan amali 'teamwork'
3. Latihan amali 'BACKUP'

Group Tutorial @ 4 hour