





Getting started with the course

-  **Video:** Introduction to Course 6
4 min
-  **Reading:** Course 6 overview
20 min
-  **Reading:** Helpful resources to get started
20 min
-  **Discussion Prompt:** Meet and greet
10 min

Understanding e-commerce and why it matters

Terms, tools, and strategies in e-commerce

Getting started in e-commerce

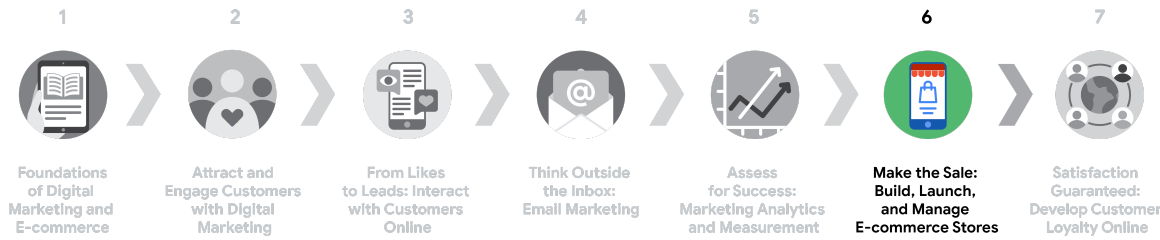
Review: Introduction to make the sale: build, launch, and manage e-commerce stores

Course 6 overview

You are now beginning the sixth course of the program, **Make the Sale: Build, Launch, and Manage E-commerce Stores**. By the end of this course, you'll understand what e-commerce means and what the benefits are for selling online. You'll learn the basic terms, tools, and platforms used in e-commerce. You'll also learn how to drive valuable traffic to an e-commerce store through ads and campaigns. Finally, you'll discover how to engage customers and create a personalized experience online.

Course progress

The entire program has seven courses. **Make the Sale: Build, Launch, and Manage E-commerce Stores** is the sixth course in the series.



1. **Foundations of Digital Marketing and E-commerce** [↗](#)—Learn about the fields of digital marketing and e-commerce and the skills needed for associate-level roles.
2. **Attract and Engage Customers with Digital Marketing** [↗](#)—Apply the marketing funnel concept to stages of the customer journey, including engagement, conversion, and loyalty. Learn methods for search engine optimization so potential customers find your products or services.
3. **From Likes to Leads: Interact with Customers Online** [↗](#)—Learn how to create marketing content and ads on social media platforms and evaluate their effectiveness using social media analytics data.
4. **Think Outside the Inbox: Email Marketing** [↗](#)—Learn how to execute email campaigns, use mailing lists, and automate customer communication and workflows.
5. **Assess for Success: Marketing Analytics and Measurement** [↗](#)—Learn how to collect, monitor, analyze, and present data from marketing campaigns using analytics and presentation tools.
6. **Make the Sale: Build, Launch, and Manage E-commerce Stores** [↗](#)—(*current course*) Learn the process to create a new e-commerce store and drive traffic to the online business through advertising campaigns.
7. **Satisfaction Guaranteed: Develop Customer Loyalty Online** [↗](#)—Learn strategies to build customer loyalty in e-commerce and use specific tools to help develop and maintain client relationships. This course also closes out the program with professional development topics to help you prepare for a job search.

Course 6 content

This course has weekly assignments. You can complete them at your own pace; however, the weekly assignments are designed to help you finish the program in six months or fewer. Refer to the information below about weekly progression for this course.

Week 1: Introduction to Make the sale: Build, launch, and manage e-commerce stores

You will explore the field of e-commerce and learn about the benefits of selling products online. You'll study the common terms, tools, roles, and strategies that are used in e-commerce. Then, you'll learn how to begin an e-commerce project using market research, competitive analysis, target audience identification, product research, product sourcing, and brand strategy.

Week 2: Learn about online stores

You will learn about different e-commerce stores, including Shopify. You'll learn about creating, designing, and optimizing an online store to sell products. Then, you'll build a mock Shopify store and create product listings for it.

Week 3: Ads and campaigns in e-commerce

You will discover how to reach customers online through methods like advertisement campaigns and examine the benefits of online advertising. Then, you'll explore how seasonality affects e-commerce businesses. Finally, you'll learn how to optimize an e-commerce marketing strategy to meet campaign goals.

Week 4: Engage customers with an online store

You will learn how to engage with customers online. You'll explore how the online checkout process works and how to entice customers to purchase a product. You'll also learn how to move customers efficiently through the flow of a Shopify store. You'll end the course by learning about the importance of creating a successful path to purchase for customers and how the order fulfillment and shipping process works.

What to expect

This course offers a series of lessons with many types of learning opportunities. These include:

- **Videos** for instructors to teach new concepts and demonstrate the use of tools
- **Readings** to introduce new ideas and build on the concepts from the videos
- **Discussion forums** [↗](#) to share, explore, and reinforce lesson topics for better understanding
- **Discussion prompts** to promote thinking and engagement in the discussion forums
- **Self reviews** to practice tasks and check your results for accuracy or correctness
- **In-video quizzes** to help your comprehension of content presented in videos
- **Practice quizzes** to prepare you for graded quizzes
- **Graded quizzes** to measure your progress, give you valuable feedback, and satisfy program completion to obtain a certificate—Following program guidelines, you can take a graded quiz multiple times to achieve a passing score of 80% or higher.

Tips for success

- It is strongly recommended to go through the items in each lesson in the order they appear because new information and concepts build on previous knowledge.
- Participate in all learning opportunities to gain as much knowledge and experience as possible.
- If something is confusing, don't hesitate to replay a video, review a reading, or repeat a self-review activity.
- Use the additional resources that are referenced in this course. They are designed to support your learning.
- When you encounter useful links in this course, remember to bookmark them so you can refer to the information later for study or review.
- Understand and follow the **Coursera Code of Conduct** [↗](#) to ensure that the learning community remains a welcoming, friendly, and supportive place for all members.

Mark as completed

