Program Name	**E-commerce** (Create an Online Store for Sales or Services)
Level	N/A
Pre-Requisite(s)	Ready to offer sales or services online and comfortable with a computer. Store is created new and can be linked to existing website or store can be a stand-alone website.
Recommended WEI Programs To Have Completed Prior to Starting this Program	N/A
Total Hours	40
Description	If you are ready to offer sales or services online, the E- commerce program is the ideal place to start. Working with your own online store concept, you'll learn about the components required to create an e-commerce site and how to set it up step-by-step.

Learning:
- Explore online e-commerce options and costs (Square, Squarespace, Wix, GoDaddy, Shopify etc.)
- Create an online store platform
- Create and review options for discounts, gift cards, bulk orders, delivery options, shipping, pick-ups, appointments, taxes, manual order, manual invoices
- Create online inventory
- Explore online buying behaviours and maximize consumer behavior features that "Add to Cart"
- Develop inventory rules and limitations
- Find existing well designed e-commerce stores
- Create a brand
- Demonstrate how to change design layouts in the online store
- Review sales transactions, refunds, discount codes, and customer data
- Identify options that can integrate the online store into existing online assets (website, social media, and other marketing)

Standard Topics:
- E-commerce options and pricing
- Creating an online store
- E-commerce features
- Online store consistency
- Inventory and services
- Sales options
- Taxes
- Delivery and shipping options
- Gift cards
- Transactions
- Store branding
- Find/edit/review/void/refund a transaction
- Product and service landing pages