

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Introduction to Online Marketplace Platforms

Workshop Level



LAPT — London Academy of Professional Training

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Reference RT-ECR-W • Retail Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	RT-ECR-W
AWARD	Certificate
ASSESSMENT	445 marks — 267 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Consumer Behaviour in E-commerce 3 chapters · 12 classes 65 marks	• 1 Understanding Consumer Motivation and Decision-Making in E-commerce — 4 classes › 1.1 Exploring Consumer Needs in E-commerce › 1.2 Analyzing Factors Influencing Online Purchase Decisions › 1.3 Evaluating the Online Shopping Journey › 1.4 Applying Decision-Making Models to E-commerce Behavior • 2 Analyzing Consumer Behavior Patterns and Trends in the Digital Marketplace — 4 classes › 2.1 Understanding Online Consumer Behavior › 2.2 Identifying Key E-commerce Trends › 2.3 Analyzing Consumer Data in E-commerce › 2.4 Applying Behavior Patterns to Marketing Strategies • 3 Strategies for Influencing Consumer Engagement and Retention Online — 4 classes › 3.1 Understanding Consumer Motivation in E-commerce › 3.2 Leveraging Personalisation to Drive Engagement › 3.3 Implementing Retention Strategies to Foster Loyalty › 3.4 Analyzing Data to Predict Consumer Behaviour Online
2 Designing an Online Store 3 chapters · 12 classes 115 marks	• 1 Understanding Core Elements of an Online Store — 4 classes › 1.1 Identifying Key Components of an Online Store › 1.2 Exploring User Interface and User Experience Design › 1.3 Understanding Product Listings and Categorization › 1.4 Implementing Payment and Security Features • 2 Designing User-Centric Interfaces — 4 classes › 2.1 Understanding User-Centric Design Principles › 2.2 Analyzing User Needs and Expectations › 2.3 Crafting Intuitive Navigation Structures › 2.4 Implementing User-Friendly Interface Elements • 3 Integrating Analytics and SEO Strategies — 4 classes › 3.1 Understanding the Basics of Analytics for Online Stores › 3.2 Exploring SEO Foundations for E-commerce Platforms › 3.3 Implementing Analytics Tools for Data-Driven Decision Making › 3.4 Enhancing Visibility with Advanced SEO Techniques

3

Digital Marketing Essentials

3 chapters · 12 classes

45 marks

• 1 Understanding Digital Marketing Principles for E-commerce — 4 classes

- › 1.1 Exploring Key Concepts in Digital Marketing
- › 1.2 Identifying Components of Successful E-commerce Strategies
- › 1.3 Understanding Customer Journey in Online Marketplaces
- › 1.4 Applying Digital Marketing Techniques to E-commerce Platforms

• 2 Strategizing Effective Online Marketing Campaigns — 4 classes

- › 2.1 Understanding Online Marketplace Dynamics
- › 2.2 Identifying Target Audience for Campaigns
- › 2.3 Crafting Compelling Marketing Messages
- › 2.4 Implementing and Evaluating Campaign Strategies

• 3 Analyzing Digital Marketing Analytics and Performance — 4 classes

- › 3.1 Understanding Key Metrics in Digital Marketing Analytics
- › 3.2 Interpreting Consumer Behavior Through Data Analysis
- › 3.3 Evaluating Campaign Performance with Real-Time Data
- › 3.4 Applying Insights to Optimize Marketing Strategies

4

E-commerce Strategy Development

3 chapters · 12 classes

65 marks

• 1 Understanding Online Marketplace Dynamics — 4 classes

- › 1.1 Explore Key Features of Online Marketplaces
- › 1.2 Analyze Buyer and Seller Interactions
- › 1.3 Evaluate Marketplace Fees and Structures
- › 1.4 Develop Strategies for Marketplace Success

• 2 Developing E-commerce Strategic Frameworks — 4 classes

- › 2.1 Understanding E-commerce Strategic Frameworks
- › 2.2 Analyzing Market Trends and Consumer Behavior
- › 2.3 Identifying Key Performance Indicators for Online Marketplaces
- › 2.4 Crafting a Competitive E-commerce Strategy

• 3 Implementing and Optimizing Omnichannel Strategies — 4 classes

- › 3.1 Understanding Omnichannel Strategies in E-commerce
- › 3.2 Analyzing Customer Journeys Across Multiple Channels
- › 3.3 Implementing Seamless Cross-Channel Integrations
- › 3.4 Optimizing and Measuring Omnichannel Effectiveness

5

Introduction to Online Marketplaces

3 chapters · 12 classes

65 marks

• 1 Understanding Online Marketplaces: Concepts and Models — 4 classes

- › 1.1 Exploring the Basics of Online Marketplaces
- › 1.2 Identifying Key Components of Marketplace Models
- › 1.3 Analyzing Types of Online Marketplace Platforms
- › 1.4 Comparing Business Models in Online Marketplaces

• 2 Key Players and Emerging Trends in E-commerce Platforms — 4 classes

- › 2.1 Explore Major E-commerce Platforms
- › 2.2 Identify Key Players in Online Marketplaces
- › 2.3 Examine Emerging Trends in E-commerce
- › 2.4 Analyze Implications of Emerging Trends

• 3 Strategies for Success: Leveraging Online Marketplaces — 4 classes

- › 3.1 Understanding Online Marketplaces: Key Features and Benefits
- › 3.2 Identifying Best-Selling Products: Research and Analysis Techniques
- › 3.3 Crafting Effective Listings: Optimizing Descriptions and Images
- › 3.4 Implementing Promotional Strategies: Boosting Visibility and Sales

6

Marketplace Platform Features

3 chapters · 12 classes

90 marks

• 1 Understanding Core Features of Online Marketplaces — 4 classes

- › 1.1 Exploring the Structure of Online Marketplaces
- › 1.2 Analyzing Product Listing Features
- › 1.3 Understanding the Role of User Accounts
- › 1.4 Navigating Payment and Transaction Systems

• 2 Enhancing User Experience and Security — 4 classes

- › 2.1 Understanding User Experience Design Principles
- › 2.2 Exploring Key Features for User Engagement
- › 2.3 Implementing Security Measures for Marketplace Integrity
- › 2.4 Applying Best Practices to Enhance User Trust

• 3 Advanced Tools for Marketplace Optimization — 4 classes

- › 3.1 Exploring Analytical Tools for Marketplace Insights
- › 3.2 Leveraging Automation for Streamlined Operations
- › 3.3 Enhancing User Experience with Personalization Features
- › 3.4 Implementing A/B Testing for Performance Improvement

