

# GEMS

GLOBAL E-COMMERCE MARKETING SPECIALIST

Dual Certification in Digital and E-commerce Marketing

2018



TRAINING PROFESSIONALS FOR THE  
FUTURE OF BUSINESS

# GEMS Program Syllabus



## MODULES

## TOPICS



### Module i

#### Fundamentals of Digital & E-commerce Marketing

This module will give you an overview of digital marketing, how it is different from traditional marketing, today's most advanced marketing technologies.

- Introduction to Digital Marketing.
- Digital Marketing Vs Traditional Marketing
- Global impact of Digital Marketing
- Future of Digital Marketing
- Role of a Digital Marketer
- Creating an E-commerce Marketing Plan

### Module ii

#### Digital Content Development

This module prepares participants in the techniques of planning and creation of different modes of content – text, graphics and video to create an international brand.

- Content Strategy and Plan
- Analytical Insights for Content Creation
- Enhanced Brand Content For Amazon & Alibaba
- Identifying Content Sources
- Video and GIF Creation

### Module iii

#### Search Engine Strategies

This module is designed to help participants master digital marketing, with a focus on technical parameters including keywords, SEO strategies and advertising.

- Search Engine Optimization
- Search Engine Marketing
- On-page & Off Page Optimization
- Use of Blogs and Websites

## MODULES

## TOPICS



### Module iv

#### Social Media Marketing

This module introduces participants to the various techniques to market your company/product/business on various social media channels

Marketing on following social media:

- Facebook
- Twitter
- Pinterest
- Instagram
- Quora
- LinkedIn
- Email
- Influencer Marketing

### Module v

#### Marketing on E-commerce Marketplaces

This module provides insights into advertising and driving external traffic through company websites to marketplaces like Amazon (B2C) and Alibaba (B2B).

- Marketing analytics for E-commerce
- B2C Marketplace & Amazon Marketing
- B2B Marketplace & Alibaba Marketing
- Affiliate Marketing
- Marketplace Advertising
- External Advertising for Marketplaces
- Pay Per Visit for Amazon
- Alibaba RFQ Management

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## MODULES

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### Module vi

#### Customer Relationship & Reputation Management

This module is designed to help you understand customer behavior in the digital world, end to end customer lifecycle, identifying your most valuable customers and retaining them lifelong.

- Corporate Reputation & its Importance
- Linking Online and Offline Reputation
- Introduction to Digital Customer Behaviour
- Customer Acquisition & Engagement
- E-commerce Loyalty Programs
- Online Reviews Management
- Managing Customer Feedback

### Module vii

#### Digital Marketing for Service Sector

This module is designed to help the participants master the essential disciplines in digital marketing for e-commerce, it's scope and correlation with e-commerce.

- LinkedIn Lead Generation
- Lead Engagement & Conversion

### Module viii

#### Artificial Intelligence in Digital Marketing

This module will equip participants in advanced digital tools like Artificial Intelligence and such latest technologies to increase efficiency of marketing for e-commerce.

- Use of AI in Digital Marketing
- Photo RFQ for Alibaba
- Pay Per Visit for Amazon
- Experience AI

## MODULES



### Module ix

#### Finding Customers & Enhancing your Career

This module prepares participants to use their new skill set and find work / various business opportunities in the global e-commerce space.

### Module x

#### Preparation for Additional Certifications

This module is designed to apprise participants about top-rated E-commerce certifications from Amazon, Alibaba, Google AdWords, etc. And the eligibility, course requirements and procedures involved.







## Who Should Apply?

- MBAs
- Freelancers
- Entrepreneurs and small business owners
- Marketing and Sales Professionals
- Professionals (specially women) on a career-break

## Eligibility

- MBA / final year student pursuing MBA with ability to comprehend and communicate in English.
- Prior work experience is desirable.

## Course Deliverables

- Leverage new models in business and e-commerce to increase profitability
- Strategise and execute digital advertisements on multiple platforms, to maximise returns on investment
- Implement organic promotion strategies to gain visibility and use tactics to make content go viral.
- Build a network of Influencers and customer advocates for brand promotion and product launches.

*\* Terms and conditions apply*



# GEMS

## Program Schedule

- Duration - 4 months
- **Offline** - Tuesday, Wednesday, Thursday  
2 p.m. to 6 p.m
- **Online** (Batch 1) - Tuesday, Wednesday, Thursday  
7 p.m. to 9 p.m
- **Online** (Batch 2) - Saturday | 12 noon to 6 p.m.

## Fees

- **Offline** - Rs. 39,377 + 4,569 (Admin+stationery)
- **Online** - Rs. 29,379 + 4,569 (Admin+ stationery)
- Scholarships available for eligible participants

## How to Apply?

- Apply Here - ***Enrol for GEMS***
- Documents required:
  1. **Pursuing MBA** -1st & 2nd semester  
mark sheets from a recognized Institute/University.

**For MBAs** - MBA degree / diploma from a  
recognized Institute/University.

**For working professionals** - Certificate of  
Graduation.

AND

- 2. Any Government recognized ID proof.
- For more information: **GEMS Program - India**



# About GEC

The Institute for Global E-commerce (GEC) is a pioneering initiative to prepare businesses, professionals and students for the era of E-Commerce.

GEC was set up by a grant from Anakta Inc., a US registered company, and offers training programs in the US, Canada and India.

There are hardly any programs in the formal education system that offer e-commerce training and practical experience. The GEC was set up to bridge this gap.

The GEC is a not-for-profit initiative and is backed by generous grants and donations from its patrons.

It is the stated policy of the GEC not to deny access to any student based on their economic ability to afford its programs.

The GEC has partnered with Azisst and SME MaXX for practical experience projects. GEC partners have conducted multiple training workshops in with the leading e-commerce companies like Amazon, Google and Alibaba starting 2016.





## **Institute for Global E-commerce**

### **Admin Office**

Azisst Partner Company  
Level 7, The Capital Executive Center,  
B- Wing, Plot No. C-70, G Block,  
Bandra Kurla Complex, Bandra (E),  
Mumbai - 400 051

### **Student Interaction Centre**

Located in Thane



**Institute for Global E-commerce**

Phone: +91 22 39464396

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Website: [www.gecentres.org](http://www.gecentres.org)

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