

# CERTIFICATE IN E-COMMERCE

TIWHIKETE I TE TAUHOKOHOKO AIPURANGI

MICRO-CREDENTIAL

LEVEL 5



**Kia Ora,**

Welcome to the **Certificate in E-Commerce (Micro-credential)** at Yoobee.

*Nau mai ki te Tiwhikete i te Tauhokohoko Airpurangi.*

We're glad you've made the move to take control and boost your business. You are taking the first step to becoming an E-Commerce expert!



### **100% REMOTE LEARNING**

Delivered live online by an experienced industry expert.



### **100% PRACTICAL SKILLS**

After this course, you will be ready to successfully launch your own online site!

**NZQA APPROVED**

**FEES FREE ELIGIBLE**

# 2020 E-COMMERCE HIGHLIGHTS

– NZ POST (THE FULL DOWNLOAD 2021)

The average Kiwi  
shopper spent

## \$2,523

online in 2020.



## 306,000

Kiwis shopped online for  
the first time in 2020.

## DID YOU KNOW?

### \$5.8B

was the total online  
spend in NZ in 2020.



## 52%

of adult Kiwis aged  
16+ shopped online.

Taranaki is the fastest  
growing region in NZ  
with a growth rate of

## 46%



**“Following lockdown, and  
the reopening of physical  
stores, new shopping habits  
had been firmly established.  
Online shoppers were buying  
more often, across more  
sectors and spending  
more each time.”**

Chris Wong,  
General Manager NZ Post  
(The Full Download 2021)

# GO FURTHER WITH E-COMMERCE

Your journey to the top starts here.

We recommend studying the **Digital Marketing Micro-credential** and the **UX Design Micro-credential** if you want to take your skills to the next level.

**YOU ARE HERE** .....

## **DIGITAL MARKETING**

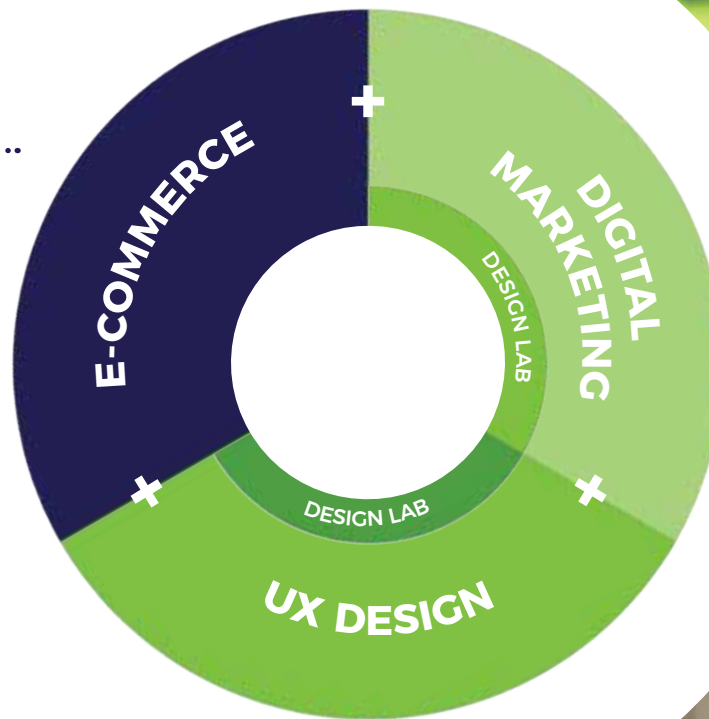
Practice skills to execute an effective digital marketing plan.

## **UX DESIGN**

Understand the impact on usability and create valuable solutions for audience and customers.

## **E-COMMERCE**

Implement a successful e-commerce site using online business models.



# GENERAL INFORMATION



REMOTE LEARNING

7

CREDITS

7

WEEKS

2

EVENINGS PER WEEK

## LIVE ONLINE CLASSES

Live online classes are a friendly and supportive alternative to watching video tutorials – you're able to ask questions and receive answers from an experienced industry professional.

For online learning, you will need a computer that has access to reliable internet, a web cam, and a microphone.

## FEES

**Domestic Students:**

\$600.00  
(inc. GST)

**International Students:**

\$1,575 tuition fee + \$447.50 registration fee  
(inc. GST)

# WHAT YOU'LL LEARN

6 HOURS	TIMETABLED WITH TUTOR
4 HOURS	SELF-DIRECTED LEARNING
10 HOURS	TOTAL LEARNING PER WEEK

This course will provide you with the foundation knowledge of E-Commerce principles and help you develop practical skills using E-Commerce tools and platforms.

## After completion, you will be able to:

- Develop a plan to launch an online business
- Develop your unique selling proposition
- Create a plan to effectively communicate your brand message online

## MODULE 1 /KŌWAE TUATAHI: ONLINE BUSINESS

Learning Hours: 30

Develop an understanding of a range of online business models and the factors affecting their viability. Plan an online business launch.

## MODULE 2 /KŌWAE TUARUA: E-COMMERCE

Learning Hours: 40

Introduction to the tools and techniques to setup an e-commerce site. Develop marketing requirements to launch an online business.

### **Do I need any prior experience?**

You do not need any experience in e-commerce, however you are required to have basic computer skills and an interest in business.

### **How many NZQA credits will I gain?**

You will gain 7 level 5 NZQA credits, finishing with a level 5 Certificate in E-Commerce. Yoobee is a Category 1 provider, which means you will be receiving the highest tertiary education available.

### **Who can enrol?**

Anyone can enrol! We would love to have you on board with us. However, you must be at least 16 years of age. For further information & entry requirements, visit [www.yoobee.ac.nz](http://www.yoobee.ac.nz).

### **What platform is the online teaching run on?**

All of our online teaching is run through Microsoft Teams, so you will need access to this (as well as reliable internet).

## **FREQUENTLY ASKED QUESTIONS . . .**

### **Is there homework?**

There is 10 hours of learning per week. 6 of these are contact learning with your tutor, and you are expected to put in an average of 4 hours of self-directed learning per week.

### **How can I develop my skills even further?**

We recommend studying the *UX Design Micro-credential and Digital Marketing Micro-credential* as well as this course if you want to take your skills to the next level. These courses run on alternate days, so you are able to study both at the same time and gain a double qualification. Hit the ground running with our *Design Labs (UX Design and Digital Marketing)*, which give you the opportunity to apply the skills you've learnt and be relevant in the industry.

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