**Course Title: E-Commerce Mastery**

**(Including WordPress, Shopify, Wix, Daraz Store Management, Canva, Freelancing, and Dropshipping)  
Duration: 3 Months (5 Days a Week, 2 Hours per Day)**

**Module 1: Canva for E-Commerce Branding**

**Week 1:**

* **Introduction to Canva for Graphic Design**
* **Creating Product Images, Logos, and Banners for E-Commerce**
* **Designing Marketing Materials and Social Media Graphics**
* **Video Creation and Editing Using Canva**
* **Maintaining Consistent Branding Across Platforms**
* **Hands-on Project: Design a Branding Kit for an E-Commerce Store**

**Module 2: WordPress for E-Commerce**

**Week 2 to Week 3:**

* **Introduction to WordPress: Installation and Setup**
* **Creating and Customizing a Free E-Commerce Website with WooCommerce**
* **Adding Products, Categories, and Managing Orders**
* **Payment Gateway Integration and Shipping Setup**
* **Enhancing Stores with E-Commerce Plugins**
* **SEO Optimization for WordPress Stores**
* **Hands-on Project: Build a Complete E-Commerce Store on WordPress**

**Module 3: Wix for E-Commerce**

**Week 4 to Week 5:**

* **Introduction to Wix: Setting Up a Half-Free, Half-Paid Website**
* **Customizing a Wix Store with Themes and Templates**
* **Adding Products and Managing Inventory**
* **Payment Gateway Integration and Shipping Configuration**
* **Marketing and SEO Tools in Wix**
* **Hands-on Project: Develop a Fully Functional E-Commerce Store on Wix**

**Module 4: Shopify for E-Commerce**

**Week 6 to Week 7:**

* **Introduction to Shopify: Creating a Paid Store**
* **Customizing Shopify with Templates and Apps**
* **Managing Products, Inventory, and Categories**
* **Configuring Payment, Shipping, and Taxes**
* **Shopify SEO and Marketing Strategies**
* **Hands-on Project: Build and Launch a Professional Shopify Store**

**Module 5: Daraz Store Management**

**Week 8 to Week 9:**

* **Introduction to Daraz Pakistan Marketplace**
* **Setting Up a Seller Account**
* **Product Listing and Optimization for Visibility**
* **Managing Orders, Customer Queries, and Returns**
* **Using Daraz Tools: Promotions, Analytics, and Campaigns**
* **Marketing Strategies for Local Audiences**
* **Hands-on Project: Create and Manage a Daraz Seller Account**

**Module 6: Freelancing in E-Commerce**

**Week 10 to Week 12:**

* **Introduction to Freelancing Platforms: Upwork, Fiverr, and Freelancer**
* **Setting Up Profiles for Selling E-Commerce Services**
* **Writing Effective Proposals for Clients**
* **Offering Services: Shopify Setup, WordPress Management, Wix Customization, and Daraz Handling**
* **Managing Client Relationships: Local and International Clients**
* **Setting Freelance Rates and Handling Payments**
* **Hands-on Project: Create a Freelance Profile and Submit Bids for E-Commerce Projects**

**Module 7: Dropshipping for E-Commerce**

**Week 13 to Week 14:**

* **Overview of the Dropshipping Business Model**
* **Setting Up a Dropshipping Store on Shopify**
* **Integrating Suppliers (AliExpress, Oberlo, Spocket)**
* **Managing Inventory, Orders, and Fulfillment**
* **Marketing Strategies for Dropshipping Stores**
* **Handling Legalities, Taxation, and Compliance**
* **Hands-on Project: Create and Run a Shopify Dropshipping Store**

**Module 8: Advanced E-Commerce Marketing and SEO**

**Week 15 to Week 16:**

* **Search Engine Optimization (SEO) for E-Commerce Stores**
* **Running Google Ads and Facebook Ads Campaigns**
* **Social Media Strategies to Increase Sales and Traffic**
* **Email Marketing Campaigns for E-Commerce Businesses**
* **Influencer and Affiliate Marketing Programs**
* **Hands-on Project: Develop and Execute a Marketing Campaign**

**Final Project & Assessment**

**Week 17 to Week 18:**

* **Final Project:**
  + **Build and manage a complete e-commerce store using WordPress, Wix, Shopify, or Daraz.**
  + **Develop store branding with Canva and offer e-commerce services on freelancing platforms.**
  + **Manage marketing campaigns and SEO for the store.**
* **Assessment: Evaluate the store's functionality, branding, marketing strategy, and execution.**

**Learning Outcomes**

**By the end of the course, students will be able to:**

* **Create and manage e-commerce websites using WordPress, Wix, Shopify, and Daraz.**
* **Design product images, banners, and branding kits using Canva.**
* **Set up a dropshipping business and manage suppliers effectively.**
* **Offer e-commerce services on freelancing platforms and manage local and international clients.**
* **Implement advanced marketing strategies and SEO to increase traffic and sales.**
* **Build complete e-commerce solutions with a focus on paid and free platforms.**