



ICECC[®]

CERTIFIED E-COMMERCE CONSULTANT



PROGRAM OVERVIEW

The Program **International Certification In E-commerce Certified E-Commerce Consultant™ (ICECC)** is designed for participants to both understand the overall picture of Marketing and apply the respective tools within the Marketing Mix on a strategic and operational level. Starting off with the basic elements of the Marketing Mix individuals will strengthen their skills by embedding the tools into business simulations in order to get a feel for the successful transfer into a real actual or future market environment. Participants will also be trained on how to integrate the respective Marketing elements into e-commerce applications in order to still increase the attractiveness of products and services.

“The competitive edge in Marketing is produced by the adequate combination of its elements”

PARTICIPANTS

This Program is designed for:

- Managers of Information Systems
- Network Engineers
- Software Engineers
- Web Apps Developer
- Website Designers
- Programmers
- Database Administrators
- Marketers

PROGRAM OBJECTIVES

- Identification of the E-commerce tools and platforms elements within the Marketing Mix
- Apply strategic components with the “adequate design”
- Use the Marketing tools in a powerful way to shape the individual business environment
- Understand the importance of Branding and Corporate Identity
- Learn how to design a holistic E-marketing campaign
- Transfer of the Marketing Concept to e-commerce
- Design e-commerce applications

TRAINING APPROACH

This 3-day Program is an instructor-led, workshop-based environment. The instruction is a blend of lecture, application, individual and team-based exercises. There is additionally 20 hours recommended of self-study to apply knowledge and skills learned in the Program to their daily work and to go through the final Certification Exam at the end of the Program.

PROGRAM OUTLINE

Introduction: Perspectives on E-Marketing

Overview of selected social media platforms and e-commerce tools and their integration into the classical Marketing Mix

Platforms:

- Facebook, Youtube, Vimeo
- Instagram, Twitter, Snapchat
- LinkedIn, Xing, Meetup
- Flickr, Pinterest, Tumblr

Tools:

- Video tutorials, webinars, blogs, podcasts
- Google (keywords, Google Ads)
- Online Magazines, Info Graphics
- SEO (Search Engine Optimization)
- Attribution (Monitoring & Control, Conversion Rate)
- Gamification, Discounts

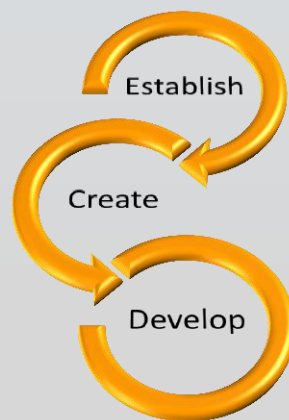
Major strategic components of E-Commerce:

- Design (Branding, Culture, Language, Individualized)
- Trust Building Measurements (e.g. symbols, testimonials)
- Corporate Behavior (fast, prompt, open, transparent)
- Technology (Host/Cloud, Mobile, Security, Scalability)
- Design, Language Style

Electronic Inbound Commerce as the state of the art strategy:

- From “Target groups” to “Personae”
- Evaluating the decision path of our customers
- From static to dynamic (individualized) websites
- Success and Advocacy (customers talk good about us)

CERTIFICATION EXAM



CERTIFICATION EXAM

Program success is valid by full attendance as well as the passing grade of 70% or higher in the final Certification Exam, demonstrating that the participant has successfully learned, retained, and can utilize the Program knowledge. The final Certificate is awarded and delivered by the GAFM, UBT, and CEC.

Learn how to **ESTABLISH** the basic parameters of Digital Marketing and how to use its platforms and tools concerning your overall strategy. See and get a feel for how brand, image, design and corporate identity play a vital role in an E-commerce environment. By integrating the digital and the analog marketing world and its elements you will **CREATE** the necessary steps about the product design, the price level, the logistical and distribution channels as well as all your promotional activities. By using Inbound Marketing as a key strategy you will be able to **DEVELOP** a sustainable and attractive marketing concept which creates the desired effects on customers and yourself as the “owner” of the products and services you are offering to the market.

The integration between strategic elements with tactical tools forms a powerful combination of individual designs when it comes to setting up a marketing campaign on a local, regional or global level. By embedding the whole marketing concept into an E-commerce environment, this state of the art approach will enable you to make use of a rich combination of multilevel influencing parameters on business success.

Thomas Herbst

Expert Trainer



Thomas Herbst enjoys 25 years of experience in Marketing and in training and coaching in an international environment. He developed training content for Lufthansa German Airlines in the areas of Marketing, Communication, Sales and Logistics for over 7 years at the Lufthansa Training Center in Seeheim, Germany.

Thomas was also project leader for 2 years in Communication and Marketing for Lufthansa Cargo. He designed and performed a 2-year marketing campaign concerning a revolutionary new business strategy towards 5,000 employees. He developed marketing and merchandising material such as booklets, CD-Roms, business theatre, interactive learning stations, articles and reports in the Lufthansa Cargo magazine.

In 2000, Thomas founded his company “joynus” specialized in human relationship and its effects on private and business sectors. The key aspect for his working areas is interpersonal communication focusing on the power of connectivity: negotiations, detecting and solving conflicts, presentation and moderation, sales, marketing, leadership, self management and change management.

Thomas Herbst holds an MBA degree from the University of Mannheim, specializing in Marketing.



GAFM, CEC, UBT CERTIFICATION BENEFITS

- Gain Recognition from The Professional Global Certifying Body and Accreditation Council
- US and Credential Recognition with US Credential Verification. Use of Board Certified Post Nominals and Designations after your name on your Business Card
- Protect your job by achieving recognition from: an independent, vendor neutral, recognized and global authority
- Enhance your digital resume a key membership and industry recognized certification
- You can add GAFM to your Resume, Degree or Professional Licenses & Improve your professional image and salary potential
- Request to Publish Research on our journal, publications, or website as a Certified Member
- Assist the GAFM with its work with the United Nations, Accreditation Agencies, and Department of Labor
- Obtain CPE continuing education easily from any of the 600+ Programs and Business schools that we recognize
- Join our Global Members network and career tools
- Members in more than 150 Countries with Global Professional Membership and Articulation Alliances
- The GAFM Board has international alliances with Leading Associations in the Arab World, Asia, Africa, India, China, Asia, Singapore and more.
- The GAFM Official Approved Annual Conferences are TOP Global Conference on International Money, Tax, and Market Issues
- Top Faculty from around the world are GAFM Members, Global Advisors and Fellows
- Certification programs generally count for continuing education for legal, accounting and designations

ABOUT GAFM

The International Board of Standards for the Global Academy of Finance and Management is an independent SRO Regulatory Organization Entity and worldwide professional society of financial practitioners. The GAFM International Board of Standards is Accredited by the European TUV *Technischer Überwachungs-Verein Österreichisch - Deutschen Gruppe* and Certified/Accredited for ISO Quality Management Standards 9001 and ISO Certified 29990 for Global Training Standards. It is also a founding member of the quality assurance standards memorandum of the CHEA International Quality Group.

GAFM is world recognized, an independent Board of Standards and Accreditation Council for professionals with members more than 150+ countries providing brand recognition for the graduate organization and for individual designations.

In the 22 Arab Nations, GAFM has a multi-year alliance with the Arab Leagues' Arab Academy as a professional alliance organization, which gives the GAFM authority to issue joint diplomas and professional certifications locally in the Arab World. GAFM has approved over 800 accredited government educational providers worldwide via the ACBSP Accreditation articulation alliance and consults directly to assist several governments, including USA, China, Brazil, as well as the United Nations.

GAFM Certifications are also recognized by the India Academy, Latin Consortium, and the African Economist Association.



CEC, King Road Tower, 27th Floor Jeddah



ABOUT UBT CEC

The Continuing Education Center (CEC) of the University of Business and Technology (UBT) is a leading international training institute for professionals and executives in career development and in various fields of business and management. Based in Jeddah, UBT is the first university dedicated to business and technology studies in Saudi Arabia.

Where knowledge is power, CEC aims to up-grade and up-date the know-how and expertise of those employees with respect to their various profiles, positions, career evolution and challenges.

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