

# eCommerce



▶ 2 Lessons

## 💡 Learn about

An introduction to eCommerce as a discipline; tracking its growth and introducing the key players and themes, such as data and payment methods. Build your knowledge of how data and content are leveraged within today's complex and fragmented consumer journey, and what the future of eCommerce holds.

### By the end of these 2 lessons you will understand:

- ✓ The key growth factors behind eCommerce in recent years, particularly 'mCommerce'
- ✓ How today's consumer journey looks, and how consumer data is collected and used
- ✓ Who the key players are, and what are the key themes within eCommerce today

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## 📄 Lesson Overview

### Lesson 1

Learn about eCommerce as a discipline: tracking its growth in recent years, introducing the key players and themes such as data and payment methods.

#### In this lesson you will learn:

- ✓ Why eCommerce has grown so rapidly in recent years, and the key players within global eCommerce
- ✓ How and why data is collected and leveraged for a competitive advantage in-market, improved user experience, and more
- ✓ The recent explosion of payment methods and technologies, particularly within 'mCommerce'

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 **2 Lessons**

## Lesson 2

Learn about the importance of data and content within eCommerce; today's 'omnichannel' consumer journey; and developments and innovation within the discipline.

### In this lesson you will learn:

- ✓ The importance of data and content within eCommerce, examining how and why certain players now function as media owners
- ✓ A general set of guidelines for creating eCommerce content across platforms and devices
- ✓ How today's 'omnichannel' consumer journey presents a host of challenges and opportunities going forward