Training Course on Digital Trade, E-Commerce and Domestic Regulations

Professional Development Training Course Outline

Category	Development	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The landscape of **global trade** is undergoing a profound transformation, driven by the rapid expansion of the **digital economy** and the proliferation of **e-commerce platforms**. This shift presents unprecedented opportunities for businesses of all sizes to reach new markets and engage with customers globally. However, navigating the complex web of **domestic regulations**, international trade agreements, and the intricacies of online transactions is crucial for sustainable growth and compliance. This comprehensive training course is designed to equip individuals and organizations with the essential knowledge and skills to thrive in this evolving environment, fostering a deep understanding of **digital trade strategies**, **e-commerce best practices**, and the legal frameworks governing online commerce. Mastering these elements is no longer a luxury but a necessity for businesses seeking to expand their reach, enhance their operational efficiency, and maintain a competitive edge in the interconnected global marketplace.

Training Course on Digital Trade, E-Commerce and Domestic Regulationsdelves into the core principles of **digital commerce**, exploring the nuances of online sales, marketing, and supply chain management in a digital context. Participants will gain practical insights into establishing and managing successful **online businesses**, leveraging various **e-commerce models**, and implementing effective **digital marketing techniques**. Furthermore, the course provides a thorough examination of key **domestic regulations** impacting online trade, including consumer protection laws, data privacy regulations, and taxation policies. By understanding these legal frameworks, businesses can mitigate risks, ensure compliance, and build trust with their customers. This training empowers participants to confidently navigate the complexities of the digital trade ecosystem and capitalize on the vast potential of the global online marketplace.

Programme Curriculum

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Course Duration

10 days

Course Objectives:

1. Understand the fundamental concepts and trends shaping **digital trade** and the **global digital economy**.
2. Identify and analyze different **e-commerce business models** and their strategic applications.
3. Develop effective **digital marketing strategies** for customer acquisition and retention in online markets.
4. Master the principles of **search engine optimization (SEO)** for enhanced online visibility.
5. Implement secure and efficient **online payment gateways** and manage transaction processes.
6. Navigate the complexities of **cross-border e-commerce** and international trade regulations.
7. Comply with key **data privacy regulations** and ensure the security of customer information.
8. Understand consumer protection laws and best practices in **online consumer engagement**.
9. Manage **online supply chains** and logistics for efficient order fulfillment.
10. Utilize **data analytics** to gain insights into online customer behavior and optimize business strategies.
11. Implement effective **customer relationship management (CRM)** strategies in an e-commerce context.
12. Understand the implications of **intellectual property rights** in the digital marketplace.
13. Develop strategies for mitigating risks and ensuring **cybersecurity** in online transactions.

Organizational Benefits:

- Enhanced understanding of **digital market opportunities** and global reach.

- Improved compliance with **domestic and international e-commerce regulations**.
- Increased efficiency in **online sales processes** and supply chain management.
- Stronger **online brand presence** and improved customer engagement.
- Data-driven decision-making through effective **e-commerce analytics**.
- Reduced operational costs through optimized **digital workflows**.
- Increased employee confidence and competence in **digital trade practices**.
- Competitive advantage in the rapidly evolving **digital economy**.

Target Audience:

1. Entrepreneurs and Small Business Owners venturing into **online sales**.
2. Marketing and Sales Professionals seeking to expand their **digital marketing skills**.
3. E-commerce Managers and Specialists responsible for **online store operations**.
4. Supply Chain and Logistics Professionals involved in **online order fulfillment**.
5. Legal and Compliance Officers navigating **e-commerce regulations**.
6. IT Professionals managing **e-commerce platforms and security**.
7. Individuals interested in pursuing careers in the **digital trade sector**.
8. Business Development Managers exploring **online market expansion**.

Course Outline

Module 1: Introduction to Digital Trade and the Global E-commerce Landscape

- The evolution and significance of **digital trade**.
- Key drivers and trends in the **global e-commerce market**.
- Understanding different types of **online business transactions**.
- The impact of technology on international trade.
- Exploring the future of **digital commerce**.

Module 2: E-commerce Business Models and Strategies

- Business-to-Consumer (B2C) and Business-to-Business (B2B) models.
- Marketplace models and platform-based e-commerce.
- Subscription-based e-commerce and recurring revenue models.
- Dropshipping and affiliate marketing strategies.
- Developing a strategic **e-commerce business plan**.

Module 3: Digital Marketing and Online Customer Acquisition

- Search Engine Marketing (SEM) and Pay-Per-Click (PPC) advertising.
- Social Media Marketing (SMM) and community engagement.
- Email marketing and customer relationship building.
- Content marketing and creating valuable online resources.
- Measuring and analyzing **digital marketing campaign performance**.

Module 4: Search Engine Optimization (SEO) for E-commerce Success

- Understanding how search engines work and ranking factors.
- Keyword research and identifying high-intent **e-commerce keywords**.
- On-page optimization techniques for product pages and website content.
- Off-page optimization and building quality backlinks.
- Monitoring and improving **e-commerce SEO performance**.

Module 5: Online Payment Gateways and Transaction Security

- Types of online payment gateways and their functionalities.
- Ensuring secure payment processing and PCI DSS compliance.
- Managing refunds, chargebacks, and payment disputes.
- Mobile payment solutions and their growing importance.
- Implementing fraud prevention measures in online transactions.

Module 6: Cross-Border E-commerce and International Trade

- Navigating customs regulations and tariffs in international shipping.
- Understanding international payment methods and currency conversion.
- Managing international logistics and supply chain challenges.
- Cultural considerations in global online marketing.
- Strategies for successful **international e-commerce expansion**.

Module 7: Data Privacy and Security in the Digital Marketplace

- Understanding key **data privacy regulations** (e.g., GDPR, CCPA).
- Implementing data protection best practices for customer information.
- Ensuring website security and protecting against cyber threats.
- Developing a data breach response plan.
- Building customer trust through transparent data handling policies.

Module 8: Online Consumer Protection Laws and Best Practices

- Understanding consumer rights in online transactions.
- Implementing clear and fair return and refund policies.
- Providing effective online customer support and communication.
- Managing online reviews and building a positive reputation.
- Adhering to advertising and marketing regulations online.

Module 9: Digital Supply Chain Management and Logistics

- Optimizing warehouse management for online order fulfillment.
- Managing inventory and forecasting demand in an e-commerce context.
- Selecting appropriate shipping carriers and delivery options.
- Tracking and managing online shipments effectively.
- Implementing reverse logistics for returns and exchanges.

Module 10: E-commerce Analytics and Performance Measurement

- Identifying key performance indicators (KPIs) for online businesses.
- Using web analytics tools (e.g., Google Analytics) to track website traffic.
- Analyzing sales data and identifying trends.
- Understanding customer behavior and conversion rates.
- Generating reports and making data-driven business decisions.

Module 11: Customer Relationship Management (CRM) in E-commerce

- Implementing CRM systems for managing customer interactions.
- Personalizing customer experiences through data insights.
- Automating marketing and sales processes with CRM tools.
- Improving customer retention and loyalty through targeted communication.
- Measuring the ROI of CRM implementation in e-commerce.

Module 12: Intellectual Property Rights in the Digital Space

- Understanding trademarks, copyrights, and patents in the online context.
- Protecting your brand and content online.
- Addressing online infringement and counterfeiting.
- Licensing and transferring intellectual property rights online.
- Navigating domain name registration and disputes.

Module 13: Cybersecurity and Risk Management in E-commerce

- Identifying common cybersecurity threats in the online environment.
- Implementing security measures to protect customer data and transactions.
- Developing a cybersecurity incident response plan.
- Understanding and mitigating risks associated with online fraud.
- Ensuring business continuity and disaster recovery for e-commerce operations.

Module 14: Domestic Regulations Governing E-commerce in [Specify Region/Country]

- Overview of relevant consumer protection laws.
- Regulations related to online advertising and marketing.
- Data protection and privacy laws specific to the region.
- Taxation policies applicable to online sales.
- Legal requirements for establishing and operating an online business.

Module 15: The Future of Digital Trade and Emerging Technologies

- The impact of Artificial Intelligence (AI) and Machine Learning (ML) on e-commerce.
- The role of blockchain technology in secure online transactions.
- Exploring the potential of augmented reality (AR) and virtual reality (VR) in online retail.
- The growth of mobile commerce (m-commerce) and its implications.
- Sustainability and ethical considerations in the future of digital trade.

Training Methodology:

This course will employ a blended learning approach incorporating:

- **Interactive lectures** and presentations covering key concepts and principles.
- **Case studies** and real-world examples illustrating practical applications.
- **Group discussions** and peer learning to foster knowledge sharing.
- **Practical exercises** and simulations to develop hands-on skills.
- **Q&A sessions** and expert insights to address specific queries.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org **or call** *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

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