



# RGLAMM

25 NEW RAMESH NAGAR EXTENSION PART-2 JANAKPURI KARNAL, HARYANA 132001  
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## **Module:**

### **a) E-COMMERCE**

#### **Module 1: Introduction to E-commerce**

- Understanding the digital marketplace ecosystem
- B2B, B2C, D2C models
- Role of platforms like Flipkart, Meesho, Amazon

#### **Module 2: Product Research and Selection**

- Identifying high-demand products
- Competitor analysis
- Pricing strategies in online selling

#### **Module 3: Product Listing**

- How to list products on Flipkart and Meesho
- Writing effective product descriptions and titles
- Visual merchandising: photography and presentation
- SEO for product visibility

#### **Module 4: Order Management and Logistics**

- Inventory management
- Fulfilment models (warehouse vs dropshipping)
- Packaging and delivery best practices
- Understanding return policies and customer service

#### **Module 5: Digital Marketing Basics**

- Introduction to social media marketing
- Influencer & affiliate marketing
- Content creation for branding
- Analytics and engagement metrics